





## Setback for Greece as trade gap widens

By Andriana Ierodictou in Athens

GRECE'S CURRENT account deficit rose to \$1.038bn in the first three months of this year, compared to \$752.1m in the same period last year, partly reflecting a continued deterioration in the trade balance.

The rise was described by the National Economy Ministry as "seasonal" and attributed to a pick-up in investment following the Government's economic stabilisation programme, as well as to increased interest payments on defence loans.

However, the poor results underscored warnings in the annual Bank of Greece report on the economy, released at the end of April, about the country's balance of payments.

The figures also showed a 21.4 per cent increase in import costs in the January-March period relative to last year, against an increase of only 11.1 per cent in export earnings. As a result Greece's trade deficit widened to \$2.022bn, from \$1.571bn in the first three months of 1987.

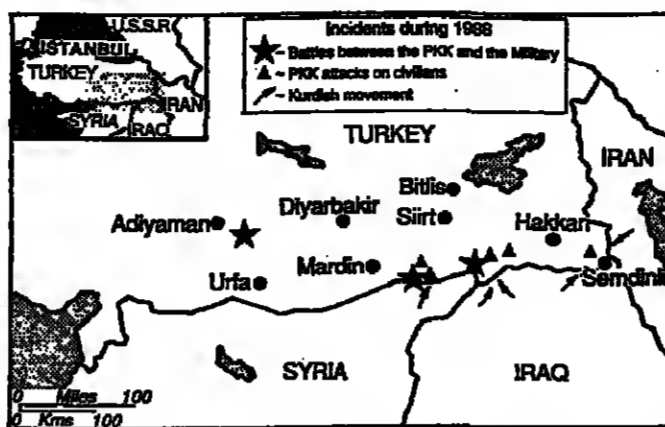
By contrast, invisible earnings from tourism, shipping and European Community receipts continued to do well, generating an invisible surplus of \$990m, almost 21 per cent higher than in the same period last year.

Meanwhile, in an attempt to keep down public sector deficits, the authorities this week announced sweeping price increases on a range of public services. From June 1, the cost of household electricity will go up by 6 per cent, telephone rates by about 7 per cent, water by 12 per cent, postal rates by up to 14 per cent, rail fares by about 15 per cent and domestic air fares by 9 per cent.

The Bank of Greece report had warned that the public sector borrowing requirement was "tending to stabilise" at 13 per cent of gross domestic product, exerting pressure on the balance of payments, inflation and investment. For 1988 the Bank predicted a drop of 1 per cent of GDP in the PSBR from 13.5 per cent in 1987. This reduction was described as "not only inadequate but requiring co-ordinating and constant efforts if it is to be achieved."

Richard Cowper, recently in Semdinli, reports on a violent opening to this year's guerrilla campaign

## Turkish army takes initiative in war against Kurds



FEARS EARLIER this year that a power vacuum in Kurdish north-eastern Iraq might add a dangerous new dimension to Turkey's own war against Kurdish guerrillas have now disappeared.

But if the opening months of this year's Kurdish guerrilla campaign in Turkey are any indication, 1988 could be the bloodiest year yet in the bitter four-year independence struggle of the Marxist Kurdish Workers Party (PKK).

The PKK started its attacks at the end of March, as the winter snows began to give way to spring. Since then almost 100 people have been killed in the 11 wild and mountainous south-eastern provinces which are still under a state of emergency. The death toll in this often fratricidal and little reported guerrilla war has risen to over 1,000 in the last four years.

There is no general rebellion among Turkey's Kurdish population and it is generally agreed that there is no chance of the PKK alone winning its struggle to create a separate state. Turkey is home to about half the 20m Kurds who live in a region where the borders of Turkey, Iraq, Iran and the Soviet Union converge, and there is little evidence of close military co-operation between the PKK and much stronger Iraqi and Iranian Kurdish guerrilla groups.

But in March the Turkish Gov-

ernment became deeply concerned that Iranian-backed Kurdish successes in north-eastern Iraq might lead to the setting up of an independent but Iranian-controlled Kurdish state on its own borders. This, they feared, might have inspired a far larger number of its own Kurds to join the PKK and closer military links with its new Kurdish neighbour.

Iraki success against Iran and its own Kurdish guerrillas has convinced Ankara that the danger has all but disappeared, but the PKK still poses a powerful threat to a government searching for a military and political solution to a problem which has plagued it since the founding of the Republic in 1923.

The Turkish Government's attitude to Kurdish nationalism still seems largely conditioned by its 19th century experience in dealing with breakaway movements. Throughout the 70-odd years of the Republic it has therefore strongly discouraged any form of local or ethnic identification.

When Kurdish nationalism erupted as a serious political force in the 1970s, the civilian government turned a blind eye to some of its manifestations, allowing Kurdish language newspapers and music cassettes to circulate semi-clandestinely, even in the big cities. A policy of economic development to bring

roads, electricity, television and irrigation to the country's most underdeveloped region was also set in train.

But much of this was anathema to the military. They forced the social democratic government of Mr Bülent Ecevit to impose martial law in April 1979 and moved steadily to crush any visible manifestation of Kurdishness, throwing all identifiable Kurdish leaders (including one of Mr Ecevit's ministers) into gaol.

The military in effect staked everything on a policy of violence. The response, after several years of more moderate leaders, was the appearance of the violent PKK as a powerful single force in what had been a highly divided political scene.

When the Turkish PKK launched its first attacks in August 1984 the authorities and the army were caught totally unprepared and soldiers with no experience of fighting a guerrilla war were widely seen to have been incapable of dealing with the problem.

The authorities have now set up special police commando units which have organised an intelligence network and launched a village militia protection movement which is said to have 10,000 armed members.

In July last year the Government appointed Mr Hayri Kozakcioglu, an ex-Istanbul police chief with an intelligence background, to co-ordinate policy in the south

east.

For the first time this year the security forces, acting on intelligence information, are attempting to operate seek-and-destroy missions rather than simply reacting to attacks from the PKK, estimated to have over 1,000 well-armed guerrillas at its disposal inside Turkey and in camps in Iraq, Iran and Syria.

But apart from one pitched battle in April in which troops killed 20 guerrillas and lost four soldiers, the Turkish security forces so far appear to have met with only limited success. A mainly conscript army still has to bear the brunt of the security role and of the 55,000 or so men believed to have been put in the field specifically to deal with the PKK, most are relatively inexperienced soldiers.

A tour through the region from mountainous Semdinli in the far south east (wedged in by Iraq on one side, Iran on the other), to Siirt, north of the border with Syria and the capital of Diyarbakir to the west, is to travel through classic guerrilla country.

The valleys and plains bristle with army camps, police checkpoints and military airports, while the hills and mountains, rising in places such as Hakkari to over 14,000 feet, offer summer grazing for countless flocks of sheep and provide a home to eagles and guerrillas alike.

Mr Abdullah Ocalan, the

leader of the PKK and reputed to live in the capital of neighbouring Syria, has been quoted as saying that this year he will take the war into Turkish cities and tourist resorts in the west, some of which have large Kurdish immigrant populations.

So far there have been no major attacks outside the south east, but on May 1 security forces surrounded and killed two PKK guerrillas in an Istanbul slum-house in the district of Okmeydan.

The authorities argue with some conviction that a terrorist campaign in the cities will be much harder to organise than in the wild mountainous countryside of the south east where the PKK has a level of support from the local population, the majority of whom are Kurds. But senior army commanders are said to be treating the threat seriously - last summer there was a Kurdish attack on an Istanbul police station.

The chances of the Kurds ever winning a national homeland in Turkey are tiny. But in a country where one-fifth of the population is said officially not to exist and is not allowed under penalty of imprisonment to speak its own language, print or read books in Kurdish or even to organise cultural groups, the issue has the potential to remain a bloody thorn in the side of the Republic for decades to come.

## Blow to progress at security conference

By Judy Dempsey in Vienna

PROGRESS AT the Vienna follow-up meeting on the Conference on Security and Co-operation in Europe (CSCE) suffered a setback this week after the neutral and non-aligned countries drew up a paper regarded by the West as too accommodating to the Warsaw Pact countries, especially in human rights.

They also argue that as a result, the conference, which is part of the Helsinki Final Act process, will be prolonged well into the summer, having already missed several deadlines since its first convened in November 1985.

The paper will be presented on Friday to the 35 participating countries of the CSCE which include the Soviet Union, the United States, Canada and all the countries of Europe, except Albania.

The NNA drew up the paper with the aim of reaching agreement on a concluding document. However, several Western delegates describe it as "too weak" and falling well short of expectations.

Several Nato countries criticise the NNA for considering "Eastern demands" and for failing to close loopholes such as human contacts, failing to impose tighter timescales on official responses to applications to travel abroad and for the general nature of the document.

"This is a levelling down document in the sense that it does not substantially build on earlier draft documents," one Western diplomat said.

Meanwhile, the informal "conventional stability talks" which are taking place in Vienna between the Warsaw Pact and Nato countries within the framework of the CSCE, continue to make steady progress.

However, a mandate for formal talks on reducing conventional forces in Europe requires a mandate from the CSCE. Several Western delegates say that unless there is a "balanced outcome" in the military, economic co-operation and in the humanitarian spheres at the Vienna follow-up meeting, a mandate will be difficult to obtain.

"The NNA paper is not a balanced document. It is too much of a compromise in the humanitarian field and we will not go along with it at this meeting," a Western diplomat argued.

## Dissident sees opposition growing to the Soviet state

By LESLIE COLTIT, recently in MOSCOW

MR LEV TIMOFEEV is springing in his praise for Mr Mikhail Gorbachev whose *glasnost* and *perestroika* reforms have led to greater official tolerance of independent thought despite the most recent crackdown.

"Yesterday, I went to the post office and sent a telegram to Gorbachev without having to show my passport (identity papers). That is some progress - you can send a telegram - but that is all," he insisted in an interview held before he and others attempted at the weekend to set up a new Soviet political party, the Democratic Union.

Mr Timofeev, a 51-year-old writer with a flowing Russian beard and a physique like a lumberjack, spoke with contempt of the Communist system which he regards as being beyond reform.

"The changes proclaimed by the leadership confirm my analysis," he said. "The nightmare of Communist

ideology is increasingly mysterious for the Russian people." No organised opposition to the Soviet state yet existed, he admitted, but there was growing "verbal opposition" in all levels of society.

Shortly after his release from a labour camp last year, Mr Timofeev founded Pressclub Glasnost, the Soviet Union's most active human rights monitoring group. Ironically, a few days after Mr Gorbachev assumed power in March 1985, Mr Timofeev was sentenced to 11 years' imprisonment for publishing in the West analyses of Soviet society.

Along with thousands of other political prisoners he was pardoned under Mr Gorbachev's policy of emptying the labour camps. According to Mr Timofeev's estimate some 300 Soviet citizens remain in prison, including psychiatric hospitals, for political reasons. But the number was decreasing each month.

In his tiny Moscow flat, crammed with books and manuscripts, Mr Timofeev edits a publication called *Referendum* which he puts out with the aid of a Western word processor. As a *Samizdat* (underground) magazine, it can now be found in the furthest reaches of the Soviet Union.

Was it not an improvement that the authorities now tolerated him and other domestic critics? It was not so simple, he replied. The authorities never forgave him after his release from labour camp. "I am still regarded as a criminal," he said.

Although he was not subjected to direct suppression - "no one comes to my flat" - he was unable to get a job despite his background as an economist, journalist and literary critic. He was regularly visited by the police and asked why he did not work. An article he wrote on Andrei Voznesenski's poetry was accepted

last year, he said, by three influential members of the editorial board at *Novy Mir*, the literary journal, but had still not been published.

Yet he grudgingly admitted that the opposition in the Soviet Union had "greater chances" under Mr Gorbachev than in the past. He suggested the reason was that the Soviet Government wanted to be considered "civilised and tolerant".

Last December he and Mr Sergei Grigoryants, the publisher of the independent newspaper *Glasnost*, organised a seminar on human rights which was well attended by Soviet and East European citizens despite the authorities' attempts to prevent participation. Mr Grigoryants, who also attended last weekend's meetings, was jailed for seven days yesterday for his pains, his wife said.

The leadership, said Mr Timofeev, was torn between the urge to suppress such independent public activi-

ties and to allow them in a "channelled form".

Mr Timofeev said the nationality question was the most serious one facing Mr Gorbachev, who, he asserted, did not know how to cope with the problem. "For 70 years the party considered nationality problems unimportant and suppressed them," he said. Paradoxically, he said, the eruption of the ethnic conflict in Armenia and Azerbaijan last February was a sign that "life was better" as the "illness" had become clearer.

He recalled with pride that he was the first person to inform the West on February 22 about the massive demonstrations in Yerevan, the Armenian capital. The next day and for weeks afterwards he was unable to reach Armenia or the West by telephone.

"So much for *glasnost* and *perestroika*," he remarked.

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The latest figures show that their enthusiasm for the United States also remains undiminished.

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2. Morgan Grenfell (3)
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## AMERICAN NEWS

## Chile air force chief calls for open poll

By Mary Helen Spooner in Santiago

CHILEAN Air Force Commander General Fernando Matthei has said he would prefer open elections to the one-man presidential plebiscite planned this year, but warned opposition groups that even if voters reject the government candidate the regime's constitution would remain in effect.

Gen Matthei, who along with the commanders of Chile's navy and national police, is known to oppose any extension of Gen Augusto Pinochet's presidency, said this shortly after returning from the US on Monday. He attended an inter-American air force conference in San Antonio, Texas, and was also scheduled to meet US Secretary of State Mr George Shultz and Defence Secretary Mr Frank Carlucci in Washington last Thursday.

However, Gen Matthei cancelled these meetings, giving rise to speculation that he had been pressured to do so by Gen Pinochet. The Chilean air force said that Gen Matthei had wanted to keep his US visit a "strictly institutional one."

Gen Matthei declined to comment on the cancelled meetings, but denied he had acted under pressure. Two days before the scheduled appointment with Gen Matthei, Mr Shultz met Mr Patricio Aylwin, president of the Christian Democrats, Chile's largest opposition party.

The Christian Democrats in Santiago praised Gen Matthei's decision, saying that it demonstrated his intention to return the air force to an apolitical role.

## Hostages freed in Colombia

LEFT-WING guerrillas protesting against foreign exploitation of Colombia's oil have released most of the 15 foreigners and journalists they kidnapped last week, *Reuters* reports from Bogotá.

It was the second wave of kidnappings by the pro-Cuban National Liberation Army (ELN). Last February, it captured a dozen local mayors.

The majority of hostages freed on Monday, including West German, French, Swiss and Swedish citizens, said they were well treated.

Nancy Dunne reports on problems holding up the negotiations  
Ratification fears stall INF treaty

THE US Administration yesterday played down concerns about the Intermediate Nuclear Forces Treaty after the Senate postponed debate on the treaty, claiming there were serious obstacles to ratifying it.

The Administration has pinned its hopes for a swift ratification on meetings today and tomorrow in Geneva between Mr Edward Shevardnadze, the Soviet Foreign Minister, and Mr George Shultz, the US Secretary of State. Mr Shultz will be accompanied by Mr Colin Powell, the national security adviser who is in charge of summit arrangements.

Senator Alan Simpson of Wyoming, one of a group of Republican senators who met President Reagan yesterday, said: "I think they will do their usual good job of splicing things back together again."

Time is short, however. Even if the Geneva meeting produces agreement over verification issues, the Senate may have only 10 working days for debate.

INF ratification has run into difficulty on two levels. First, there are verification issues, which trouble both the Administration and Congressional leaders. Second, there are more political considerations, growing out of the generally poor relations between Congressional Democrats and the White House. The Administration had hoped the appeal of arms control would free the pact from partisan wrangling.

Mr Shultz, the White House spokesman, said that discussion over verification had emerged during technical talks, when American and Soviet negotiators were considering how to implement the treaties and sought to finalise rules over on-site inspection. He insisted that such difficulties were "bound to come up."

On Sunday, Mr Yuri Dubinin, the Soviet ambassador, met State Department officials in response to American requests for clarification on nine verification issues.

After a flurry of meetings on Monday between various members of the armed services, foreign relations and intelligence committees and Administration officials, all apparently agreed not to go forward with the debate in the Senate.

One dispute, for example, deals with the use of monitoring equipment at inspection sites and whether the Americans have the right to use cameras during inspection.

Another surrounds a US demand that inspectors can examine the inside of Soviet structures and vehicles large enough to conceal small rocket stages but not large enough to hide an entire missile. There is also a dispute over the boundaries around inspection areas.

Even if the verification issue can be resolved, there are other

disputes between the White House and some senators over the treaty concerning whether or not it will ban so-called futuristic weapons. Mr Fitzwater said: "We intend to discuss that with the Soviets and get a note which we hope will be acceptable."

Another stumbling block is the dispute over whether the treaty could be reinterpreted by a future administration, as the Administration has tried to reinterpret the Anti-Ballistic Missile Treaty in order to conduct Star Wars tests.

Senators can still derail the process if they wish to. On Monday, Senator Robert Byrd, the majority leader, turned partisan and raised the issue of the 1988 Trade Bill. He said Congress could be too busy trying to override the President's expected veto to finish the ratification debate in time for the Senate.

"May 29 is just a date on the calendar. It means absolutely nothing to me or this Senate," Senator Byrd told reporters.

In addition, a small group of treaty opponents, led by Senator Jesse Helms, a North Carolina conservative Republican, is expected to propose a series of amendments which would delay the debate.



George Shultz meeting Mr Shevardnadze in Geneva

rather than inflation. He also said that recent data were consistent with the Administration's projection of real US gross national product growth of 2.4 per cent in 1988.

He also saw no signs of a recession on the horizon and said the economic expansion was continuing. "There's no sign at this moment that this one (the expansion) is about to expire," he said.

The President's economic counsel also said US economic conditions were much better than they appeared to be just after the stock market crash last October.

Mr Sprinkel also said he saw signs that the US trade deficit was improving and that demand for US products at home and abroad had improved.

The US trade gap widened to \$13.80b in February, from \$12.44b in January, above economists' expectations.

● Voters in West Virginia and Nebraska cast ballots in minor presidential primaries yesterday with the Republican nominee

already chosen and most Democrats looking ahead to bigger prizes next month. *Reuters* reports from Charleston.

Only 37 Democratic National Convention delegates were at stake in mountainous West Virginia and 25 in the flat farmlands of Nebraska, states where front-running Massachusetts Governor Michael Dukakis and black civil rights leader the Reverend Jesse Jackson did only token campaigning.

Mr Dukakis leads Mr Jackson by 1,438 to 946 delegates nationally, according to the NBC television network, with only a half dozen primaries remaining before the delegate selection process concludes on June 7 with major primaries in New Jersey and California. A total of 2,081 delegate votes are needed to win.

Mr Dukakis says he has about 1,800 delegates and sides say he may wrap up the nomination in a few weeks, ahead of the party's national convention in Atlanta starting on July 18.

No signs of economic recession on US horizon, says Sprinkel  
Soothing words on price rise fears

MR Beryl Sprinkel, chairman of the White House Council of Economic Advisers, said he does not expect a sharp rise in prices and foresees inflation of no more than 4 per cent this year, *Reuters* reports from Washington.

"I do not see a sharp acceleration in inflation," he said in an address at Eastern Connecticut State University. He said the Administration expected inflation to be at or below 4 per cent by the year's end, a figure he said President Reagan believes is still too high.

"It would be better if we could get it down to zero," he said. Mr Sprinkel said inflation fears were overemphasised and described the increases in the consumer price and producer price indices in March as aberrations.

Consumer prices rose 0.5 and producer prices rose 0.6 per cent in March. Economists said this pointed to signs that inflation may be creeping higher.

"One month's slip does not a trend make," Mr Sprinkel said,



Beryl Sprinkel: signs that US deficit is improving

Although Mr Sprinkel saw a possible temporary rise in interest rates, he tied the increase to pressures on the money supply,

## Mexico confident of inflation success

By David Gardner in Mexico City

MEXICAN Government officials believe they can achieve their radical anti-inflation target for this year six months ahead of schedule, after reducing the rate of price rises to 3.1 per cent for April, the lowest monthly increase for 34 months.

The April increase contrasts with record inflation of 15.5 per cent in January, the first month of a "shock" plan to cut monthly price rises to a rate of 2 per cent by December.

Inflation for 1987 was a record 159 per cent, while annualised figures of 430 per cent could be extrapolated from the rate of price increases in December and January.

The Bank of Mexico, which is monitoring inflation every two weeks, said that in the second half of April prices rose 0.4 per cent, while some producer prices for raw materials fell. Central bank officials now expect this month's inflation rate to be on or near the December target.

Though the shock plan - built around an ingenious amalgam of voluntary price controls backed up by cheaper imports - masks some inflation, there are as yet no signs of any serious scarcity of goods which normally accompanies an exercise of this kind.

While it is fuel consumers not producers who will be hit by the change, the measure will reduce sugar demand as car buyers reconsider purchasing more efficient petrol-powered models.

Brazil is the only country in the world with a major fuel alcohol programme, which now ensures that 90 per cent of all new cars sold each year are sugar powered. The so-called Proalcool programme was originally aimed at reducing the country's oil import needs and maintaining

## Canada 'not driving up \$'

THE BANK of Canada's shift to a more restricted monetary stance does not involve a deliberate strategy of driving the value of the Canadian dollar, said Mr John Crow, the bank's governor, *Philip Stephens* reports from Ottawa.

Mr Crow said that the central bank had no specific target for its currency. He indicated, however, that it was not dissatisfied with the present balance of both higher interest rates and a higher exchange rate.

In recent months the Canadian dollar has moved up to five-year highs against the US dollar of around 81 US cents, while short-term interest rates have increased from 8.4 per cent in January to 8.85 per cent.

Mr Crow said that industry's investment intentions remained strong.

## Brazilian sugar lobby faces fuel price setback

BY IVO DAWNEY AND JOHN BARNHAM

BRAZIL'S government is preparing to reduce the crucial price differential between petrol and alcohol fuels in what will amount to the first major revision of its controversial sugar-alcohol programme since its inception in 1975.

Officials informally confirmed yesterday that the National Energy Council now looks certain within a matter of days to approve a 5 per cent reduction in the margin that constitutes the major incentive for Brazilians to run alcohol-powered cars.

Such a decision would represent a major victory for Petrobras, the state oil corporation, in its long battle with the sugar lobby to reduce the programme's costs to the company, estimated at some \$100m a month.

It would also signal the first significant setback for sugar producers whose formidable political power, particularly in the impoverished north-east, has given them years of privileged treatment.

While it is fuel consumers not producers who will be hit by the change, the measure will reduce sugar demand as car buyers reconsider purchasing more efficient petrol-powered models.

Brazil is the only country in the world with a major fuel alcohol programme, which now ensures that 90 per cent of all new cars sold each year are sugar powered. The so-called Proalcool programme was originally aimed at reducing the country's oil import needs and maintaining

more than 3,500 workers during two decades of the leftist Forbes Burnham administration. Agreement with the IMF has been made a pre-condition by the majority of investors who have begun to renew interest in exploiting Guyana's vast resource potential of oil, minerals and timber.

Mr Hoyte indicated to journalists that the financial package would include \$1.2bn in bilateral aid, and \$130m needed to cover arrears to the IMF, World Bank and Caribbean Development Bank.

## Guyana seeks \$1.7bn aid

GUYANA is seeking a three-year \$1.7bn financial package on the back of an expected agreement with the International Monetary Fund, *Robert Graham* reports.

Outlines of the package were revealed yesterday by Mr Hugh Desmond Hoyte, the Guyanese President, who is in London to stimulate investment interest in this former British colony on the South American shore of the Caribbean.

Negotiations with the IMF mark a return to financial orthodoxy after Guyana's isolation

sugar industry employment. But it has come at the cost of increasing criticism as oil prices have dropped. Today, sugar-alcohol fuel is estimated to cost the equivalent of \$45 a barrel, against less than \$30 for oil.

The price of alcohol at the pumps is now fixed at 65 per cent of that of petrol. Petrobras has long been arguing for this to be slashed to 75 per cent. A figure of 70 per cent is thought more likely to be agreed.

The first sign that the alcohol lobby was losing ground came this week when President José Sarney issued a decree phasing out over the coming four years the subsidies paid to alcohol users in the chemical industry.

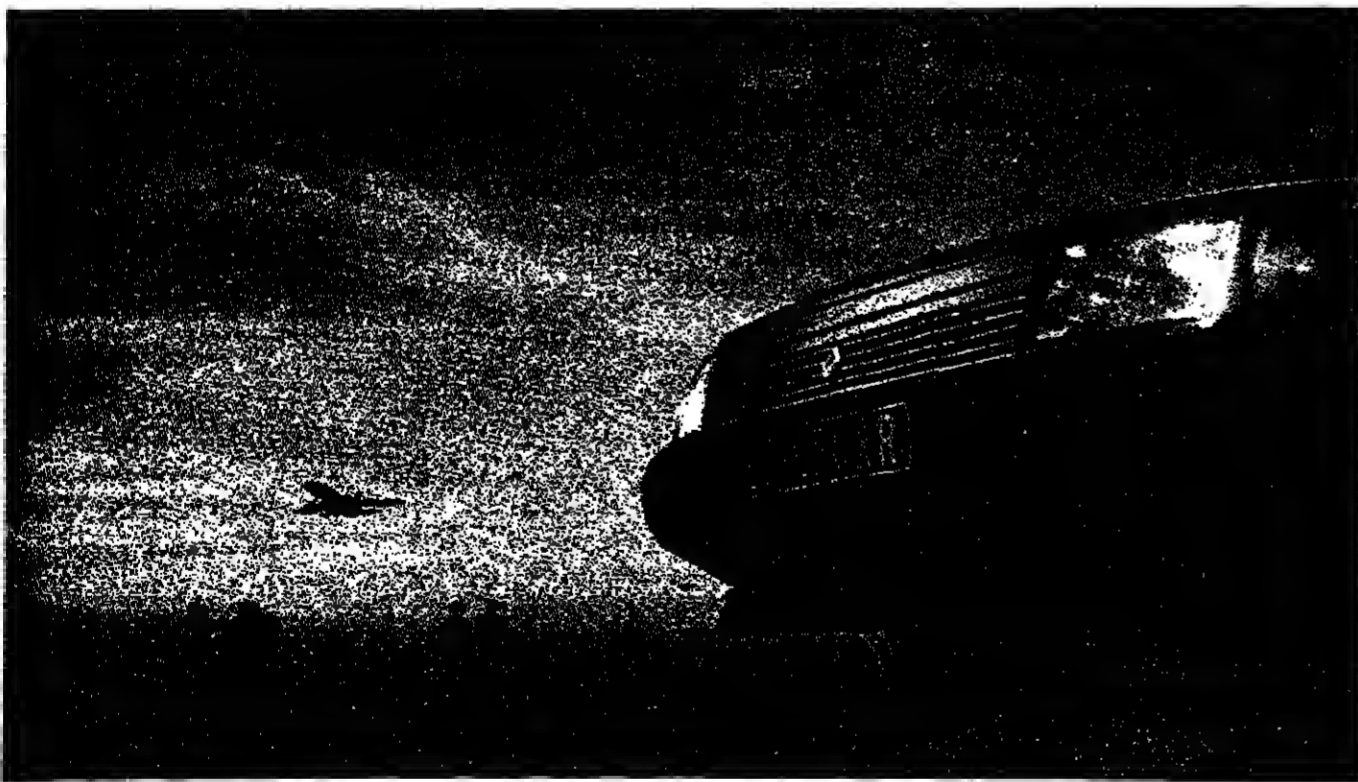
Public sector workers in Brazil must accept a two-month pay freeze until the Supreme Court rules on its legality. The national appeals court has ordered.

This decision represents an important victory for the government in its efforts to impose tough austerity measures to rein in the federal deficit. Last week, unions representing the Lloyd Brasileiro shipping line and employees of the national savings bank humiliated the authorities by winning labour tribunal back pay to ignore the pay freeze.

However, efforts to hold down private sector pay rises founded yesterday when São Paulo engineering industry employers returned to talks on a 15 per cent pay claim after stoppages by more than 3,500 workers.

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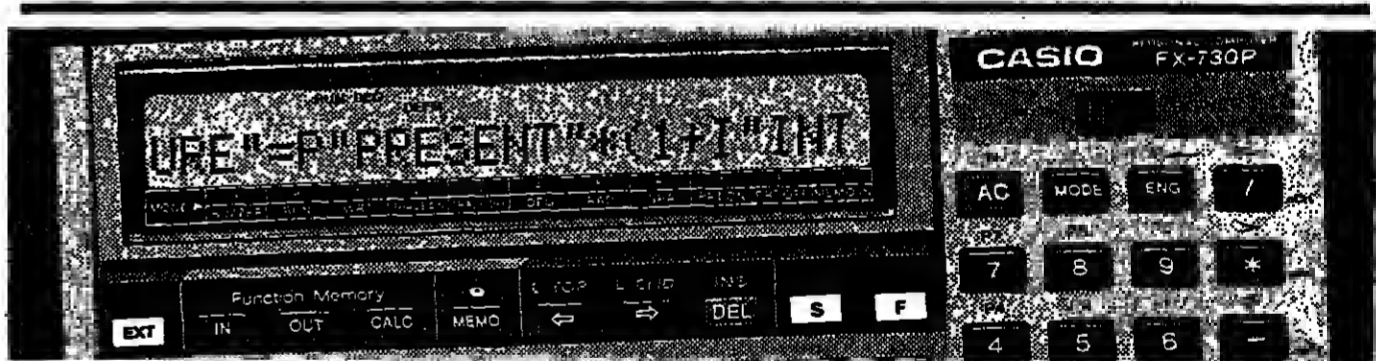
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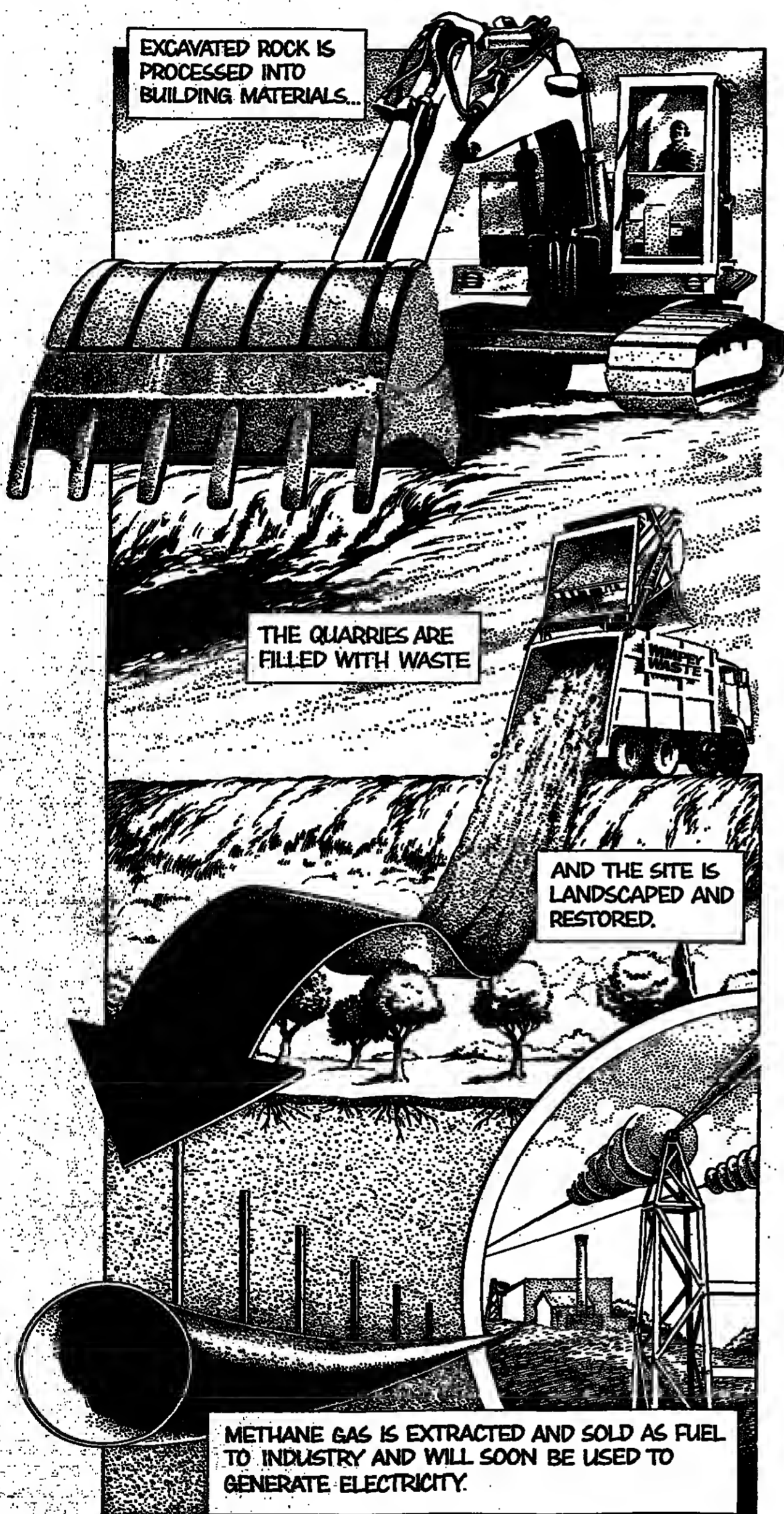
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## WORLD TRADE NEWS

## Akzo, Du Pont reach accord in fibre battle

By Laura Raun in Amsterdam

AKZO, the Dutch chemicals and fibres group, and Du Pont, the highest chemicals company in the US, have reached a significant agreement ending their long and costly patents battle over super-strong fibres.

The two said yesterday they had granted each other patent licences for their respective aramid fibres and that all litigation would be halted. Akzo and Du Pont had accused each other of infringing their respective patents for spinning processes and chemical solvents involved in producing aramid fibres.

The financial compensation and other details were not disclosed. The agreement ends a decade of legal battles over each other's manufacturing patents - 12 lawsuits in seven countries. The accord probably will stop an international trade war between the European Community and the US over a US import ban on Akzo's Twaron aramid fibre that runs until 1990.

Aramid fibres are used in bullet-proof vests as well as in telecommunications and aerospace. Applications in rapidly growing,

high-technology industries mean the worldwide market is expected eventually to climb to \$1bn a year.

A major impetus for the settlement was a London court ruling 10 days ago that Du Pont could no longer make or import into the UK its Kevlar aramid fibre or polymers used in production. The ban threatened to strike a serious blow to Du Pont's new Kevlar factory in Maydown, Northern Ireland, scheduled to begin production in July.

Akzo is currently making too little of its Twaron fibre to satisfy aramid clients in the UK and elsewhere where import bans on Kevlar were pending. Thus Akzo has not given the go-ahead necessary for enacting the import bans.

Kevlar is the biggest single investment Du Pont has ever made on a product, with estimates ranging up to nearly \$1bn over more than two decades.

Twaron is still losing money for Akzo, but the company hopes to earn a profit soon with the fibre, which is viewed as one of its most promising products.

## Gatt enters row over pre-shipment inspections

By William Dullforce in Geneva

PRE-SHIPMENT inspection, the contentious use by developing countries of specialised companies to check on the price and quality of goods before they are despatched by exporters, has been put on the agenda of Gatt's Uruguay Round.

US, British and other European exporters complain that the inspection agencies cause delays, increase costs, interfere in price negotiations and endanger business secrets.

On a US initiative, backed by the European Community, the issue was raised on Monday in the group negotiating on non-tariff barriers in Gatt's trade-liberalising round.

Developing countries voiced concern that a practice which saves them significant amounts of foreign exchange should be the subject of negotiation.

But at least one major employer of inspection companies, Indonesia, agreed that the problems connected with pre-shipment inspection call for a "multilateral response", and Gatt's non-tariff negotiating group was the competent body to handle it.

The US and EC acknowledged that developing countries needed protection against false invoicing, and some activities of the inspection companies were warranted.

However, their exporters had raised three problems:

- the time-consuming delays of the inspection process;
- inspection companies' practice of abrogating contracts between exporters and importers because they considered the prices involved were not "reasonable";
- the possibility of confidential business information submitted to inspection companies being misused.

Tanzania asked the US to table specific instances of delays and information leakages. Hong Kong said it would be sensible to establish a code of practice for agencies.

The issue is an untidy one internationally. The US International Trade Commission has ruled that inspection activities do not constitute a tariff barrier and the matter has been dropped from the US trade bill recently adopted by Congress.

## Jordan has sold more to Iraq than the government will guarantee, writes Andrew Gowers

### Debts mount after Jordanian export boom

JORDANIAN EXPORTERS and banks may face losses totalling well over \$100m, after an uncontrolled boom in sales to Iraq for which they have little immediate prospect of being paid in full.

At stake are exports contracted for in the first three months of this year and worth almost \$300m more than the amount covered in a bilateral trade agreement between Jordan and Iraq.

With the central bank of Jordan refusing to fund the excess, many industrialists and traders have been stuck with unpaid debts or with goods such as chemicals and paint ingredients which they cannot sell at a profit.

The problem has led to severe recriminations between the Jordanian private sector and the Government over who should pick up the tab, as well as intense consultations between Jordan and Iraq. The two countries are close allies over the Gulf war, with Jordan providing Iraq's most important overland trade route from its port of Aqaba.

The excess has also added to nervousness about Jordan's general financial situation at a time when foreign exchange reserves are looking perilously low. It was one factor behind a sudden flight last week from the Jordanian dinar into the dollar.

The trouble arises from Jordan's annual trade protocol with Iraq, which officially guarantees

trade in goods worth \$185m each year. Under this agreement, Iraqi importers open letters of credit up to that value, reimbursable to the bearer by the Central Bank of Jordan.

In normal times, despite problems which have caused Iraq to reschedule payments on its debt of over JD200m (£127m) to Jordan, the trade arrangement appears to have worked reasonably well, with imports strictly controlled by the Iraqi Government.

Recently, however, Baghdad has loosened the state monopoly on foreign trade as part of its effort to deregulate the economy, resulting in a rush by the private sector to open letters of credit in the first three months of this year.

Sales to the value of about \$500m are said to have been contracted for in that period, well over double the sanctioned amount for the entire year. Industrialists have been becoming increasingly worried in recent weeks about how the excess is to be funded. Iraq is strapped for cash as a result of its war with Iran, while the Jordanian Government's own finances are scarcely in the best of health.

The problem came to a head on Monday of last week, when nearly 100 industrialists held a stormy meeting with Govern-



ment representatives to press for official assistance.

The response from Mr Hamdi Taha, Minister of Industry and Trade, was blunt: the Government, he said, "will not exceed the limits of the protocol." After the central bank had paid out the full \$185m, "everyone will have to pay for his mistakes."

According to independent economists, about \$135m worth of goods have already been shipped and paid for, which leaves only \$50m to be shared among exporters clamouring for something like \$350m.

"Industry is in trouble," said one informed observer. "They ordered raw materials from abroad to the value of around 40

per cent of the selling price. Now they have to store them, and God knows if they can sell them."

In reality, the problem may not be quite as bad as it sounds, since the Government suspects that a sizeable proportion of the exports involved were actually re-exports of non-Jordanian products, labelled as if they were of Jordanian origin. Given that the mark-up on such transactions will have been up to 40 per cent, some bankers estimate that the total losses may not be much more than JD40m.

Nevertheless, in a small economy like Jordan's that is a not insignificant amount. The result has been a mini-crisis of confidence in the private sector, which was compounded last week by what many observers see as signs of official nervousness about the level of the central bank's foreign exchange reserves.

These are now said to be only sufficient to cover two weeks' imports, as a result of a delayed aid payment from Saudi Arabia. Jordan's main benefactor, and of a late debt repayment from Iraq.

Last week - on a day which is already being dubbed "Jordan's Black Monday" - the central bank temporarily refused to sell dollars, apparently in order to prevent a threatened flight from the dinar. The value of the dollar shot up by about 20 per cent in

two hours, though the subsequent easing showed this was a huge over-reaction.

As to the trade problem, the Government's first response in deciding whom to pay has been to give priority to those goods certified as having 40 per cent Jordanian content or more, and exclude from the trade protocol non-Jordanian goods that had been passed as goods of Jordanian origin.

But that still leaves a significant quantity of goods not paid for. Bankers claim the Iraqis have indicated they will foot the remaining bill under trade protocols in the next couple of years, but that will not be enough to prevent some Jordanian exporters and perhaps some banks from suffering serious liquidity problems in the meantime.

Another possibility is that Jordan and Iraq might agree to increase the trade covered by the current protocol, but it is difficult to see how Jordan could much expand its imports from Iraq given that it already buys more than three quarters of its oil from that quarter.

At regular ministerial trade talks with Iraq next month, Amman will no doubt be seeking clear assurances from Baghdad about a problem which underlies how closely Jordan's economic and industrial fortunes have become tied to those of Iraq.

## Racal wins West German data network contract

RACAL-MILGO, a unit of Racal Electronics of the UK, has been selected by Deutsche Bundespost, the West German telecommunications and postal authority, as contractor for its Temex data network. Reuter reports from London.

Following the initial contract worth \$10m, Racal said it expected total business worth of about \$40m. Racal-Milgo, based near Frankfurt, will begin deliveries in December.

The data transmission equipment for Temex will be manufactured by Racal-Milgo at its UK plant in Warrington.

The Temex system superimposes computer data signals onto standard telephone lines without interfering with normal calls, a technique known as data-over-voice.

Uses include the remote reading of gas, electricity and water

meters, safety checks and controls for buildings, elevators, street lights and alarm systems.

Temex will be the first system of its type to be introduced and will eventually be available to most of West Germany's 30m telephone subscribers.

Racal said Racal-Milgo has made substantial investment in the development of Temex. Systems using Racal-Milgo technology are operating in six West German cities as part of the Bundespost's pilot trials.

Within the first 18 months of the project, 60 towns in the Federal Republic are expected to be connected by the system.

It is anticipated that a total of 6,000 town telephone exchanges will be linked to the Temex service. Some 450 central units will be delivered over a five-year period.

## Three left in Bangkok rail race

By Roger Matthews in Bangkok

THE COMPETITION to win the \$1.2bn (£800m) contract to build, finance, operate and maintain a mass rapid transit system for Bangkok has entered its last stages, with three international consortia left in the running.

The scheme, first discussed in 1972, has finally become a priority for the Thai government because of the rapidly worsening traffic situation in the capital.

Of the three the narrow front-runner is believed to be the Asia-Euro group comprising Leighton, Australia's highest construction company, together with the West German and Belgian companies, AEG, Siemens, AECB, MAN and Tractebel. The consortium's financial adviser is Wardley's.

The other consortia are Lavalein of Canada with the UTDC transit company which has strong support from the Canadian government and is advised by Morgan Grenfell and the Fran-

co-Japanese grouping which includes the local company Itai-Thai, Mats and HMT, Hitachi, Toshiba and Mitsubishi, with Schroeders as financial adviser.

Part one of the scheme for which the consortia are now bidding will cover 36km of mainly elevated track together with rolling stock, 35 stations, and all associated works. The second stage is for 24km of track. The project's value is put at \$2bn.

The successful consortium will form 75 per cent of a company set up to build and operate the mass transit system, with the Thai authorities, which are providing the land and some infrastructural work, taking the other 25 per cent.

The company will operate the system for 30 years after which it will revert to the Thai government. The company will have the right to set fares. It will also have to become

involved in property development as the land designated for the network includes about 100 acres, for the main rolling stock depot, of which not more than 10 per cent will actually be required. The other 90 or so acres can be developed by the newly-formed joint venture company.

Overall capacity of the first stage is put at 600m journeys a year, more than double the present levels on Hong Kong's mass rapid transport system.

One of the attractions to the Thais of the Asia-Euro Consortium is that it may be willing to transfer some of the final assembly work on the rolling stock to Thailand.

The Thai authorities hope the selection of the winning consortium can be completed within a few months, allowing work to begin early next year and the first trains to be running by mid-1993.

## 'Sharp dealing' by Chinese angers UK metal traders

By Kenneth Gooding in Nice

THE reintroduction of the profit motive in China has had unfortunate repercussions for several UK metal traders.

Some Chinese have been taking advantage of rocketing metal prices to sell the same material twice - the second time at a higher price.

The frequent failure of Chinese to honour contracts by selling the same metal several times or not delivering at all was on the agenda at the biannual meeting of the UK Minor Metals Traders Association in Nice. It was clear several UK companies were considering legal action.

The association has the support of the UK Department of Trade and Industry which in an unusually outspoken letter distributed to members said it was aware of "the very worrying decline in Chinese trading standards".

The matter has been drawn to the attention of the Chinese Ministry of Foreign Economic Relations and Trade, and Lord Young, UK Industry Secretary, raised the subject during his recent meetings with Chinese leaders.

"The Department has been considering how to pursue this further. While the government cannot intervene directly in commercial relations between individual companies, we have in the past brought individual cases to the attention of the Chinese authorities to demonstrate both the scale and nature of this problem", the department's letter stated.

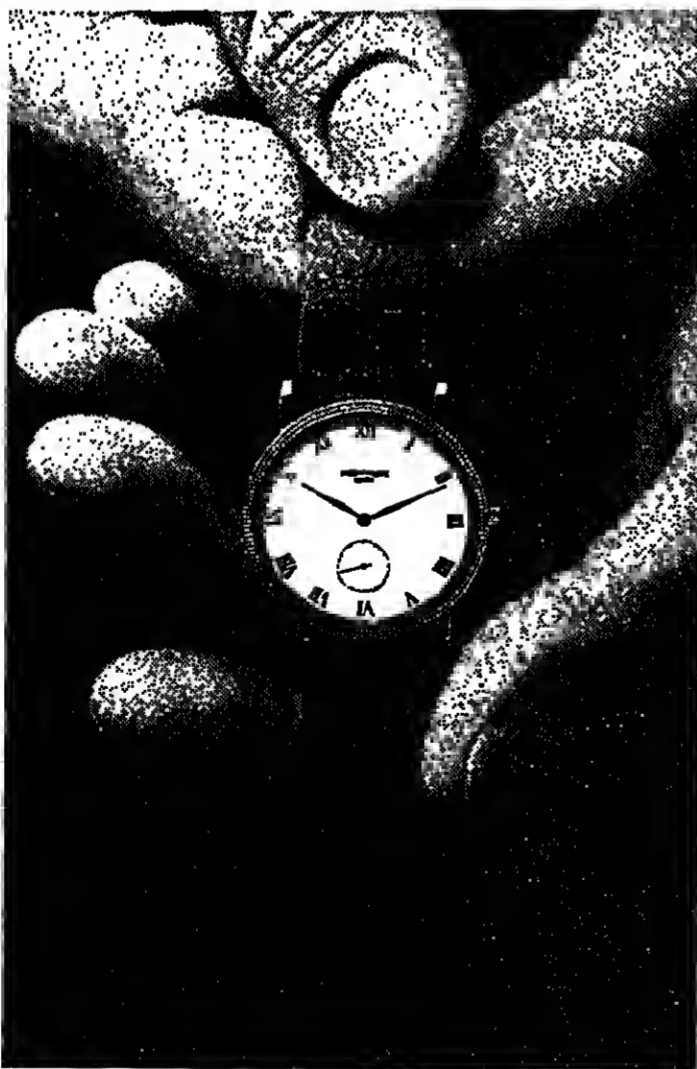
"It has been agreed between the department and our embassy in China that we should continue to bring these cases to the attention of the Chinese whenever we have the agreement of the complainant."

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# INVESTORS CHRONICLE

The ins and outs of the ups and downs

## OVERSEAS NEWS

## RETURN TO DEMOCRATIC ACTION PLEDGED

## Ban lifted from Sri Lankan extremist party

BY MERVYN DE SILVA IN COLOMBO

PRESIDENT Junius Jayawardene yesterday lifted the ban on the JVP (People's Liberation Front), an extremist Sinhalese nationalist party, which has been conducting a spectacular programme of terror in Sri Lanka's predominantly Sinhalese south.

The campaign was particularly violent after Mr Jayawardene signed a "peace accord" last July with Mr Rajiv Gandhi, the Indian Prime Minister, to end the Tamil separatist revolt in the island's north. The JVP will cease all acts of violence while the security forces will call a halt to all "confrontation and search" operations.

Mr Rohana Wijeweera, the JVP leader, said the party intended to return to "mainstream democratic politics". Mr Lalith Athulthammudali, the National Security Minister, told a press conference. Under the agreement a surrender of arms will begin on May 28, the start of the Vesak, the Buddhist festival, the state radio announced. Arms will be handed over by JVP combatants to the chief monks of Buddhist temples designated by the Government.

Gen Sepala Attiyagalle, the Defence Ministry Secretary, said that the JVP's arsenal included 96 automatic rifles stolen in raids on army camps and over 800 hun-

dred shotguns. When the arms surrender is over JVP activists in jail for minor offences will be released. Four hundred others facing trial for murder, attempted murder or armed robbery will not be released.

The announcement by Mr Athulthammudali took political and diplomatic circles by complete surprise. The JVP, which killed 28 ruling UNP and opposition left wing candidates before the provincial council elections last month, assassinated four more candidates on Monday.

Among its victims were the UNP chairman, the police superintendent in charge of counter-subversion and the filmstar son-in-law of former prime minister Mrs Bandaranaike. In a daring grenade attack in parliament the JVP failed to kill the president, and the prime minister.

President Jayawardene told a May Day rally that he would never remove the ban on the JVP until the group publicly renounced violence first, and the Government's *notae face* remains a riddle. A few hours after the agreement was announced, a newspaper office received a telephone call saying the JVP had not signed anything.

## US bank in Delhi bombed

BY JOHN ELLIOTT IN NEW DELHI

A BOMB blast in an office of Citibank in New Delhi yesterday killed one man and injured 13 others. The Indian capital has been under a red security alert since Sunday because of increasing violence by Sikh extremists. Police were last night investigating whether the explosion was part of the Sikh violence, or was directed against the US by some other group.

The Citibank office is on the podium of a modern 12-storey tower block on Connaught Circus, Delhi's fashionable shopping area. The bomb went off at midday in the reception area. Desks and

office equipment were smashed and burned and the glass curtain wall was blown out on two floors.

Mr H L Kapur, the city's Lieutenant Governor, said after visiting the scene it was virtually impossible to guarantee security, despite the red alert.

Shooting continued intermittently for nearly 24 hours until yesterday morning at the Golden Temple in Amritsar, north India, following the gun battle between Sikh extremists and security forces on Monday. More than 1,000 people trapped in the temple complex, a no-go area for police, were evacuated yesterday. Amritsar remains under curfew.

## IMF chief challenges banks

By Simon Holberton in London

EFFORTS by debtor countries to follow sound economic policies were being imperilled by the failure of commercial banks to lend them more money, Mr Michel Camdessus, managing director of the International Monetary Fund (IMF), said in London last night.

Mr Camdessus, speaking at City University's business school, said the banks had a crucial role to play in the resolution of the debt crisis. But their slow response to the challenge not only caused concern in itself but also called into question the notion that the IMF's strategy for indebted countries' economic recovery was a co-operative one oriented to growth.

Mr Camdessus said the speed with which indebted countries were adjusting their economies was not as fast as many would like but it was faster than the international community was prepared to acknowledge.

"One can only be concerned that this shift risks being interrupted, and even reversed, because of doubts concerning the availability of financial support," he said.

Net lending by banks to countries with debt-servicing problems was negative in 1985 (\$30m) and 1986 (\$30m). The latest estimates for 1987 put net lending at a positive \$20m to \$30m, a level which Mr Camdessus described as "negligible".

The debt strategy was at risk when financing fell short and when the financing packages were delayed because of the time taken "to bring a few reluctant entities into the collective effort."

THE JAPANESE like to tell the world they are a homogeneous people - one race, one class and one culture. Japan's 600,000 Koreans show this to be a myth. So do the Ainu, the original settlers, who survive in the far north.

However, even the Japanese do not make up a uniform mass.

Some of the worst prejudice in Japan is reserved for a minority group which is wholly Japanese - the Burakumin. They are indistinguishable by race or religion from other Japanese. Burakumin are defined by birth, by poverty and the kind of work they do. The official census reckons them at 1.3m, but their own count says 3m.

They are associated in the minds of most Japanese with slaughterhouses, leather factories and crematoriums. The closest parallel is with the lower castes of India. The treatment of Burakumin is one of the most unpleasant skeletons in Japan's cupboard. Many Japanese do not want to talk about it. Foreign reporters are warned by Government officials to take care.

The Japanese Government has done much in the past 20 years to outlaw overt prejudice and turned many Buraku slums into modern housing districts. Even so, like minorities in other countries, Burakumin have found that better living conditions have not guaranteed social acceptance. They are integrating into Japanese society as a whole but at a painfully slow rate.

In marriage, above all, Burakumin encounter immense prejudice. If they want to marry non-Burakumin, "this is the most important issue," says Mr Shigeki Shimoboku, director of the Institute of National Integration,

Stefan Wagstyl in Osaka reports on overt and covert prejudice against the Buraku

## Japan's lower caste faces prejudice

min and the Japanese Koreans are the same.

Mr Shimoboku says that, in many countries, industrialisation caused upheavals which people frequently blamed on minorities, notably Jews in Europe. Cut off from the outside world for hundreds of years, the Japanese had little knowledge of foreigners but they felt the same psychological need to blame their problems on a minority.

"People wanted to believe Burakumin were different," says Mr Shimoboku. Also, association of the Burakumin with the slaughterhouse played on Japanese minds. Burakumin argue that revulsion against slaughterhouses was extended to revulsion against those who worked there. This attitude is common, though most Japanese now eat meat.

After the second world war, the rise of political awareness among Burakumin, fostered by the Buraku Liberation League (linked to the opposition Japan Socialist Party), eventually pushed the Government into action.

Since the early 1970s, schools and universities have had to admit students regardless of social origin; employers recruiting staff have been banned from using notorious black books - lists of Japan's Buraku districts compiled by private detectives.

Buraku slums have been modernised. Naniwa, a district of Osaka, is a showcase Buraku area, with a sports centre, old people's centre and school, none of which would look out of place in a smart part of Tokyo or London. Elsewhere, there are still districts where people live in dilapidated wooden shacks with

open sewers and no electricity, though Buraku leaders concede these are a tiny minority.

As a result Burakumin standards of living, health and education have risen greatly. For example, in the 1960s, 33 per cent of Burakumin stayed at school after the age of 16, against a national average of 70 per cent. Now the Burakumin figures are 89 per cent and 85 per cent.

For all that, most Burakumin remain in the poorest section of society. They are twice as likely as most Japanese to be receiving social security payments.

Overt job discrimination has been largely stamped out but covert prejudice still exists. In 1985, a teacher blew the whistle on a Osaka sweets wholesaler who had told him not to bother sending to job interviews any Burakumin or Koreans.

Inter-marriage is slowly increasing. The proportion of Burakumin who marry non-Burakumin has risen from 31 per cent in the early 1960s to 55 per cent in 1984, according to a national survey. However, these marriages still often involve much heartache.

Mr Akinobu Tanimoto, an official of the Buraku Liberation League, is a Buraku married to a non-Buraku. He says he spent a year trying to win over his wife's parents before they would allow the marriage. Five years later his wife's other relatives still refuse to see him.

Burakumin people in Naniwa say prejudice is receding. But they believe that the process may take 30 years when the children of the present generation of newly-weds themselves get married.

## Israelis seize Gazan identity cards

By Andrew Whitley in Jerusalem

HUNDREDS of Gazans were compelled by the Israeli army yesterday to hand in their old identity cards, which will be replaced with new documents only after their bearers have been cleared by the Israeli security and taxation authorities.

The operation in the centre of Gaza City marked the start of a months-long drive to renew all 350,000 identity cards in the occupied Gaza Strip. If successful, the action is to be extended to the larger and more populous West Bank region.

In a statement to parliament, Lt Gen Dan Shomron, the army Chief of Staff, confirmed that the goal was to increase the Palestinian population's dependence on Israel. "If the aim of the uprising was to shake off this dependence, our aim is to increase it," he told the Knesset Foreign Affairs and Defence Committee.

Starting early in the morning, soldiers surrounded the affluent Rimal district of Gaza City and went from door to door, entering houses and confiscating householders' identity cards, according to eyewitnesses. Some houses were broken into, causing damage to belongings, while passers-by were forced to hand over their documents.

Those without their precious cards - without which even internal movement within the crowded coastal enclave is virtually impossible - were required to queue up for hours at two converted schools to receive new application forms.

## Guns fall quiet in south Beirut

AN uneasy calm prevailed in south Beirut yesterday as Syrian and Iranian security teams enforced a truce between feuding Shia Moslem militias, Benter reports from Beirut.

At least 125 people have been killed in four days as militiamen of the Iranian-backed Hizbollah (Party of God) and pro-Syrian Amal fought over territory in the Lebanese capital's teeming Shia southern suburbs. A ceasefire took effect late on Monday and appeared generally to be holding, despite several incidents.

## S Africans see anti-apartheid victory in Zola's return

BY ANTHONY ROBINSON IN JOHANNESBURG

ZOLA BUDD, the South African runner whose controversial acquisition of British nationality embroiled her in the whirlpool of sporting politics, yesterday arrived home almost unnoticed after issuing a statement in London on Monday night saying that she had decided to withdraw from international athletics, on medical advice.

The statement, issued through Mr John Bryant, her coach, said: "Pressure of recent events has told on my health to such an extent that at the moment I no longer feel well enough to continue in competitive athletics."

Doctors warned her that she was suffering from nervous exhaustion, after months of controversy surrounding her possible inclusion in the British team at the Seoul Olympics.

Miss Budd's decision to return to South Africa is confirmation to those who for years have argued that her heart belongs to the South Africa where she was born and bred rather than the Britain

whose passport she acquired in record-breaking time in 1984. Such fears were expressed yesterday by Springbok athlete Senja Laxton who warned "by coming back she's playing right into the hands of her detractors."

Mr Jannie Momborg, her former coach and mentor and chairman of the Western Province Athletics Association, said: "I know she must be feeling blue but if I could give her advice I would have told her stick it out. You can pick any other place to go to recuperate, but not South Africa," he warned.

For sports-obsessed South Afri-

cans Zola Budd is a home-grown heroine. For years they have followed every twist and turn in the saga which has turned her into a target for anti-apartheid lobbyists around the world.

She is also a household name to millions of black South Africans who drive home to the townships in Nissan taxis nicknamed "Zola Budds" in contrast to the allegedly slower Toyota "Mazda Deckers". The names carry the memory of the traumatic collision between the two runners at the Los Angeles Olympics which left Mary Decker on the ground, the crowd on its feet

and booing and Zola Budd in tears.

Although video re-plays later vindicated Miss Budd the American crowd's reaction was, to South African eyes, somehow characteristic of the kind of prejudice and emotion which has dogged her attempt to establish herself as a world class international athlete.

Now with Miss Budd close to breaking point according to her doctors, the general South African view is that the British selectors have been let off the hook and the anti-apartheid lobby has chalked up another success.

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## TECHNOLOGY

Alan Wraight reports on a development in car electronics which clears the way for 'intelligent' suspension

## Reducing the shock to the system

FOR Peter Kellett it was a straight choice. "Our main competitors are big companies with plenty of marketing muscle," says the 50-year-old managing director of Lamerholm Fleming, a privately owned electronics company of Stevenage in the UK. "They make products that perform many different tasks in various types of machinery and cost up to £1,500. There was no point in competing head on. It was better to simplify designs, make one unit to do just one job and sell it for under £5."

The products in question are transducers which sense movement and convert it into electrical signals. Kellett has not regretted his keep-it-simple, keep-it-cheap decision, for the fruits of this policy have met with strong demand from car manufacturers Rolls Royce, Ford, Rover Group and Saab.

These use Lamerholm transducers in computer-controlled engine management systems. Now Rolls Royce, Jaguar and two other UK car producers are working with the Stevenage company on one of the main areas for developing car electronics, "intelligent" suspension systems, a field in which every major car company is involved.

As the leading manufacturers push to increase the electronic content of their vehicles, the car of the future is expected to have such functions as steering, engine management, braking, collision avoidance and suspension under the control of just one computer.

The ultimate goal in the area of suspension is for production vehicles to have fully "active" systems of the type already seen on Lotus and Williams grand prix racing cars. These systems use a multitude of transducers and replace the conventional springs and shock absorbers with ultra fast-working hydraulic rams.

Chrysler, Volvo and at least six other car producers are involved with General Motors-owned Lotus Engineering of the UK in the development of such designs.

But system costs have so far proved prohibitive, even for adoption on top-of-the-range models.

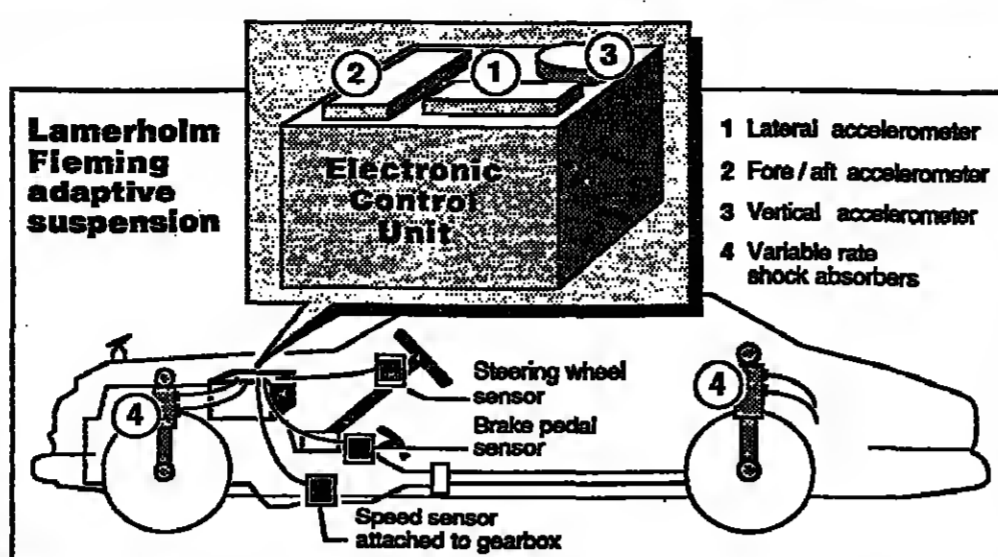
Indeed, Tony Rudd, managing director of Lotus, believes it will be more than 10 years before active suspension technology sees its way into production cars. Meanwhile, the car companies are looking to the development of "adaptive" suspension, a way of getting some of the advantages of active technology without the heavy cost. Still very much in its infancy, this technology represents the first steps in an evolution towards a fully active solution.

Adaptive systems use transducers to anticipate what the car is about to do - tilt into a corner for example. They then put conventional hydraulic shock absorbers into one of three settings: soft, normal or hard. The result is better handling and improved driver comfort.

"Until about 12 months ago, car company marketing men were sceptical whether customers would appreciate the advantages enough to pay the extra cost of adaptive suspension. However, there has been a marked change in attitude. They now see it as offering a real sales benefit," says Geoffrey Lawrence, former chairman of Solus UK, the car-burettor manufacturer, and now an automotive products consultant.

BMW, Lancia, Ford in the US and a number of Japanese car manufacturers already offer models featuring adaptive suspension. Indeed, several of the Japanese companies have gone so far as to label their systems "active", bringing to their vehicles at least a nomenclature connection with the leading-edge technology of grand prix racing cars.

But their suspension systems, like those of European and US counterparts, incorporate none of the fast-acting hydraulic rams of race-chronic active suspension designs. They use instead conventional three-way adjustable shock absorbers. Transducers monitor speed, braking and steering wheel position, and there is also a pendulum or mov-



"ADAPTIVE" electronic control of car suspension assesses manoeuvres, like cornering and braking, and puts the shock absorbers into the best position for vehicle handling and driver comfort.

The system developed by UK electronics company Lamerholm Fleming will go into full production in about 12 months. Like designs already in use, it features sensors which monitor the car's speed, braking and steering wheel position. The advantage it is said to have over such systems is the incorporation of an electronic control box, which measures precisely any movements in the car's body.

The box does this through three transducers, devices which convert the side-to-side (lateral), backward and forward (fore/aft) and up-and-down (vertical) movement of the car into electrical signals.

These types of transducer are known as accelerometers in that they measure the acceleration of the forces at play. The lateral and fore/aft devices are about 4cm long and consist of a weight

attached to two sandwiched strips of metal. At the bottom of the strips are four wires, two bringing in an electric current and two taking it out.

As the vehicle moves, so does the weight on the end of the transducers. The metal strips bend and change the electrical resistance in the wires. Thus a microprocessor in the control unit can judge the exact movement of the car.

The vertical accelerometer is different in that it is round (about the size of a 10p piece). The top part acts as the weight and as the car bumps up and down it puts pressure on two crystals which give off the required electrical current.

Supplied with this information, the electronic control unit then adjusts the hydraulic shock absorbers into a soft, normal or hard position.

Such three-way adjustable shock absorbers work by altering the flow of either gas or oil between two chambers. Lamerholm's control unit adjusts this flow by opening and closing valves between the chambers.

Lamerholm also makes expensive electronic measurement equipment for companies like British Telecom and STC of the UK. But cheap transducers for the motor industry now account for 50 per cent of sales by value and have been largely responsible for a doubling of turnover to £2m over the last three years.

"Our main rivals in the transducer market have traditionally been Endevco of the US, Kistler of Switzerland and Bruel and Kjoer of Denmark," says Peter Kellett. "But none of these have moved into the automotive market, where we now face competition from more diversified electronics groups, like Bosch of West Germany and SEV of France."

Placed just above the vehicle's

## Graffiti: the writing is on the wall

Paul Abrahams looks at new ways to thwart the underground daubers

KILROY, universal hero of the graffiti writer, has been everywhere these days; and not only is he becoming more ambitious in his vandalism, he is also increasingly international.

Public administrations in both Europe and the US, bedevilled by the fashion in pop art graffiti, are turning to scientists for help against the spray-can invasion.

"There has been an extraordinary explosion in graffiti," says Michel Dubois, spokesman at the Paris metro, Régie Autonome de Transport Parisien (RATP). "We had always had some political slogans, but in March 1986 we suddenly started seeing American-style designs on a mass scale. While stations would be covered in a single night."

It is a problem which management cannot afford to ignore. A report on crime and safety on the London Underground last year showed that the public were more concerned about graffiti than more serious crime.

"It is just not good business to leave graffiti on trains and stations," argues Jared Lebow, press attaché for the New York City Transit Authority. "We need to reclaim the stations and cars from vandals and graffiti."

But graffiti eradication does not come cheap. Last year the transit authority spent \$33m (£18m) on a graffiti clean-up campaign for its subway system; the Paris and London underground networks spent FF14m (£1.5m) and £1m respectively.

Graffiti squads set up by the police to deal with the problem in Paris made more than 750 arrests last year, similar squads in Lon-

don arrested 500. But there is no sign of the scourge abating.

The only alternative for underground managements is to fall back on cleaning off the scrawl.

"The aim is to remove the graffiti as soon as possible," says Lebow. "The vandals get their motivation by seeing their design or signature travelling on the system. If you remove the graffiti, you remove the motivation."

Both London and New York are testing new cleaning agents. Many anti-graffiti products have powerful solvents which damage surfaces as well as removing the paint. Some require etching which often leaves a ghost image of the original design. Also the fumes can be difficult to dispel underground.

Spray paints tend to sink into walls with absorbent surfaces and the only remedy is repainting - an expensive and labour intensive process.

In New York, the transit authority has adopted a system which appears to overcome most of these problems. It has contracted a Stamford-based company, International Graffiti Control Inc, which offers both new products and maintenance arrangements.

Ralf Steinlechner, company president, says it has developed a series of solvents which can tackle paints on a wide range of surfaces. After removal, a wax silicon paste is applied to provide a seal. This stops paint being absorbed into the wall and permits easy cleaning.

Steinlechner will not give details of the solvents: "It's like Coca Cola. You can analyse it,

but you can't tell how it's been mixed, heated or shaken." But he does admit that the solvent makes the paint expand. This forces it away from the surface of the wall and allows it to be removed with water.

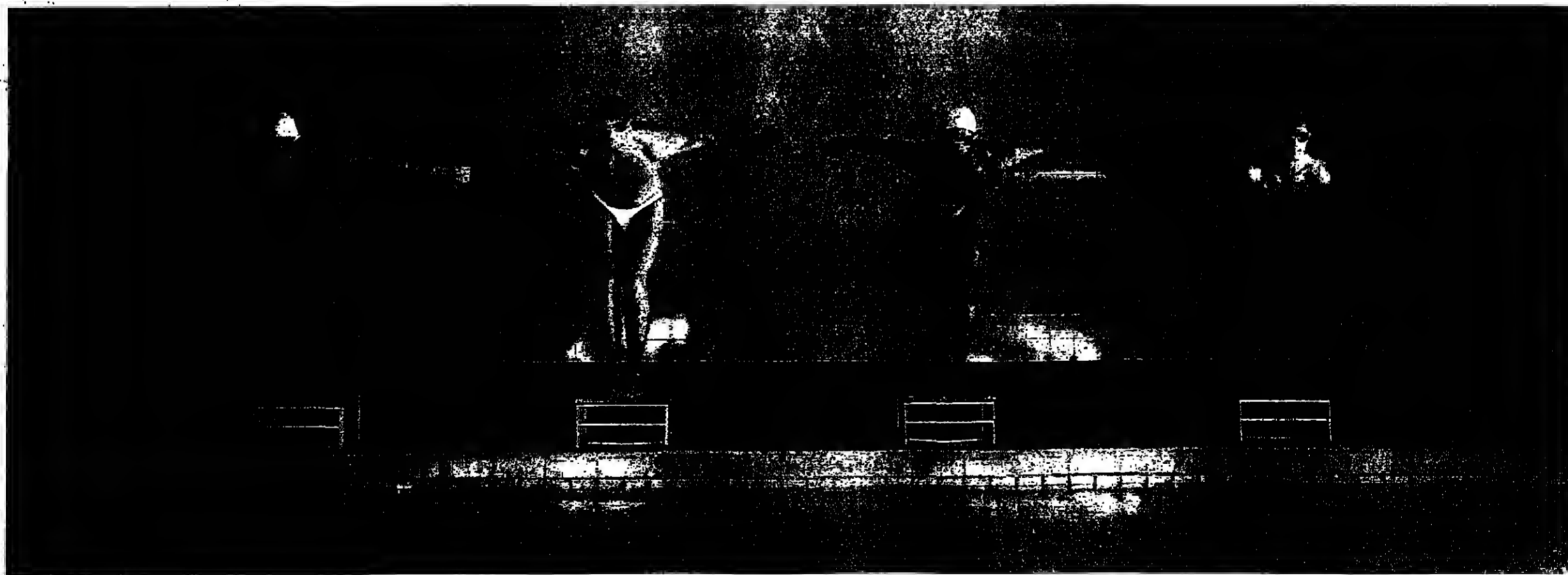
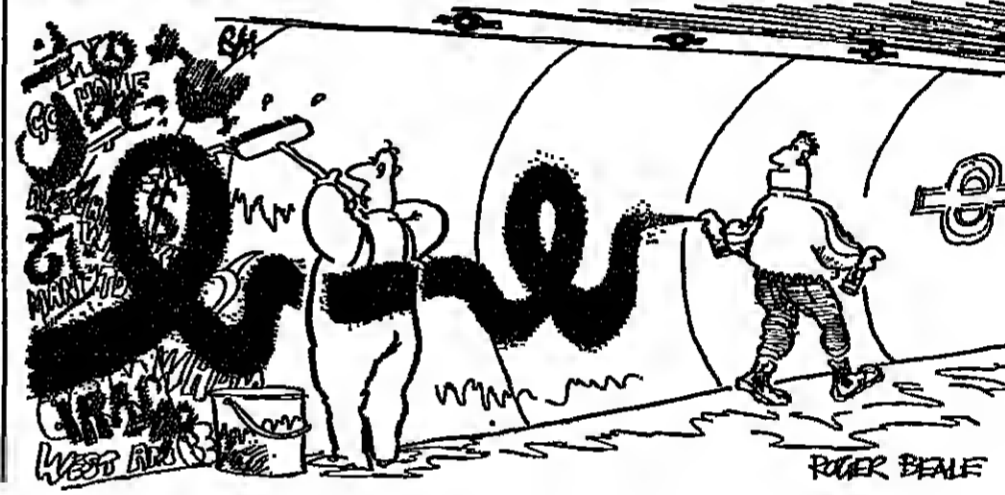
However, he believes the system's success is based as much on the maintenance contracts as on the cleaning agents. Once the walls have been protected, he undertakes to keep them clear of graffiti for a monthly fee. He says RATP and a British company are interested in his system.

This month, the transit authority succeeded in bringing 116 stations into its anti-graffiti scheme using Steinlechner's system. The aim is to cover 130 stations by the end of the year, at a cost of \$400,000. As for the trains, an extra 170 cleaners have been employed to prevent any carriage making a return journey without being cleaned. Some 5,300 carriages are now dealt with in this way.

In London, where the problem is not so acute, London Regional Transport is testing a new anti-graffiti system, from Hull-based Croda International, at Embankment station.

The company claims that its super-hard lacquer, which protects the walls against most chemicals, dries in air without curing agents and provides a transparent protection. The solvent, called Crodec, is odourless and can easily be used in underground tunnels.

Croda expects the market in the UK to be worth about £2m a year.

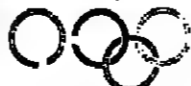


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## UK NEWS

## Ridley defends need to ease planning brakes

BY JOHN HUNT

MR NICHOLAS Ridley, the Environment Secretary, last night strongly defended his planning policies for the south east and indicated that there will soon have to be revised figures increasing the number of new homes that will be permitted in London and the home counties bordering the capital.

There was little in his speech to placate his critics in the vocal "Same Planning" group of about 50 Conservative backbenchers who are worried at the increased housing development in the countryside.

Mr Jerry Wiggin, chairman of the group, said: "Naturally I am concerned about the reiteration of his view about expansion for the south east." However, he did not see the speech as "throwing down the gauntlet".

Mr Richard Bates, senior planner of the Council for the Protection of Rural England, commented: "The general message coming from the speech is to encourage developers to try their luck in the countryside."

In 1986 Mr Ridley agreed with Serpentine, the committee of south east local authorities, that 490,000 extra dwellings would be required in London and the south east from 1991 to the year 2001. Of these, 150,000 would be in Greater London and 339,000 in the home counties.

However, last night he said that in view of projections of the increased number of households in the south east, more extra homes in the home counties would be needed although London would continue to take a large proportion of them.

Mr Ridley said that new housing development in the inner cities and northern England, although being encouraged by the Government, could not alone provide all the new homes needed.

"The fact is that it is simply not possible to accommodate all demand in towns or force all development into towns and cities," he said.



Nicholas Ridley: Tightening belt on the countryside

However, he did please the conservationists by announcing a review aimed at giving local authorities greater powers to deal with breaches of planning laws in green belt areas.

Green belts are areas of protected countryside surrounding major towns and were originally designated to limit urban sprawl. The Environment Secretary said the Government had been robust in defending the green belts. However, most of his opponents do not dispute that their main concern is with new building on agricultural land outside the green belts.

Mr Ridley said that developers who persisted with applications which flew in the face of green belt policy would not succeed. He repeated his warning that if they persisted with lengthy planning enquiries they might well have costs awarded against them.

A decision to release green belt land for development would be likely to cause deep divisions in the Tory party as many MPs represent constituencies where many voters have vested interests in the land.

Comment, Page 22

## Downing St neighbours agree to differ

BY PETER RIDDELL, POLITICAL EDITOR

EVERY TIME the pound rises sharply, there is renewed speculation in the markets that Mr Nigel Lawson is about to resign as Chancellor of the Exchequer. And the Treasury has to issue another denial.

This has happened four or five times since the pre-Budget airing of differences between Mr Lawson and Mrs Margaret Thatcher, Prime Minister, about exchange rate policy.

Mr Lawson was never likely to quit and he, and the Treasury, are understandably annoyed.

This speculation can be seen as the naivety of the City of London about the world of Whitehall and Westminster, but it is not as simple as that. The very repetition suggests that something is amiss.

For instance, two weeks ago this paper noted that Tory MPs were reporting with astonishment that Mrs Thatcher had been seen wagging her finger and apparently upbraiding Mr Lawson in the House of Commons. Mr Lawson has denied any argument and has said he was merely having a conversation with Mrs Thatcher.

What is significant is that several Tory MPs, including loyalists, said they had seen the alleged finger wagging and interpreted it as upbraiding. The MPs, and the markets, were on the

lookout for a possible row and the report was mistakenly seized upon to spread another rumour about possible resignation.

The real position is less dramatic, but no more satisfactory. There has been a long-standing difference of view between Mrs Thatcher and Mr Lawson and Sir Geoffrey Howe, the Foreign Secretary, about the merits of full membership of the European Monetary System.

There was an agreement to differ, although between early last year and this February sterling in practice shadowed the EMS. For the Treasury this produced the desirable position of a stable exchange rate and relatively high interest rates as a damper on domestic inflationary pressures.

This position broke down just over two months ago when strong upward pressure on sterling and the concern of Mrs Thatcher's advisers about the extent of foreign exchange market intervention led to a change of tactics with the pound allowed to rise above DM3.00.

Mrs Thatcher then compounded the adjustment problem with her remarks about "not bucking the markets" which were seen to conflict with Mr Lawson's opposition to a further rise in the pound.

This created bad feeling just

before the Budget, but both participants recognised the need to avoid conflict, at least in public.

Hence, while recent events have not exactly made the Downing Street neighbours bosom pals, talk of sudden resignation is far-fetched. However, exchange rate policy is not back on track. The pre-March position always represented a compromise, which would have been difficult to restore even in more stable financial markets than now prevail.

Hence, while recent events have not exactly made the Downing Street neighbours bosom pals, talk of sudden resignation is far-fetched. However, exchange rate policy is not back on track. Mr Lawson may be clear about the policy objective of a stable pound, but this makes it no easier to achieve. Once the genie is out of the bottle, it is hard to put it back in.

The other strand is Mr Lawson's desire not to serve as Chancellor of the Exchequer for the whole of this parliament - a view made known before the pre-Budget row.

The whole episode reflects on Mrs Thatcher's at times inconsiderate and dismissive way of treating close colleagues, while leaving a publicly loyal Mr Lawson trying to make the best of an unsatisfactory position.

## Electricians' union vote may precipitate removal from TUC

BY PHILIP BASSETT, LABOUR EDITOR

LEADERS of the EETPU electricians' union yesterday decided to ballot members on what would amount to the union's continued membership of the Trades Union Congress, the union umbrella body.

If the electricians' move precipitated the union's departure from the TUC it would raise the prospect, long threatened, that an alternative body be set up to the Congress. It may also herald a debilitating and destabilising inter-union recruitment war throughout the UK.

The 15-strong EETPU executive yesterday made three unanimous and far-reaching decisions. These were:

- To refuse to accept censure by the TUC for the electricians' role in the 1986-87 dispute between News International, the newspaper publishers, and the printers' unions at Wapping in London. The union's leaders will not attend this month's TUC General Council meeting to receive the censure.

- To reject the instructions by the TUC's inter-union disputes committee to withdraw from two of the electricians' controversial single-union, strike-free agreements.

- To ballot its 360,000 members next month on a rule change

making it clear that it must be the union, and not the TUC, which determines the nature of the EETPU's industrial agreements.

EETPU leaders will urge members to vote for the union's autonomy. The result will be known in mid-July.

Mr Eric Hammond, the union's general secretary, said yesterday that the union was defining the issue as one of changing rules for the purposes of the ballot so it could claim the £100,000 cost of it from the Government, but that the literature accompanying the ballot "will show that the issue is our membership of the TUC."

The ballot result is expected to show a large majority in favour of the union rather than the TUC. This alone would not take the union outside the TUC, but would confirm the executive's rejection of the two disputes committee deals. That, under TUC rules, would likely see the union suspended and possibly expelled permanently.

The TUC General Council will discuss the EETPU's decisions later this month. However, Mr Norman Willis, TUC general secretary, said yesterday that TUC membership required unions sometimes to accept decisions which went against them.

## BP director in line for top electric industry job

By Maurice Samuelson

MR ROBERT MALPAS, technical director of British Petroleum, is expected to be given a significant role in running the electricity industry when it is radically restructured under the Government's privatisation proposals.

Mr Malpas, 60, has been offered the chairmanship of Little G, the generating company to be formed out of about 30 per cent of the Central Electricity Generating Board's generating capacity.

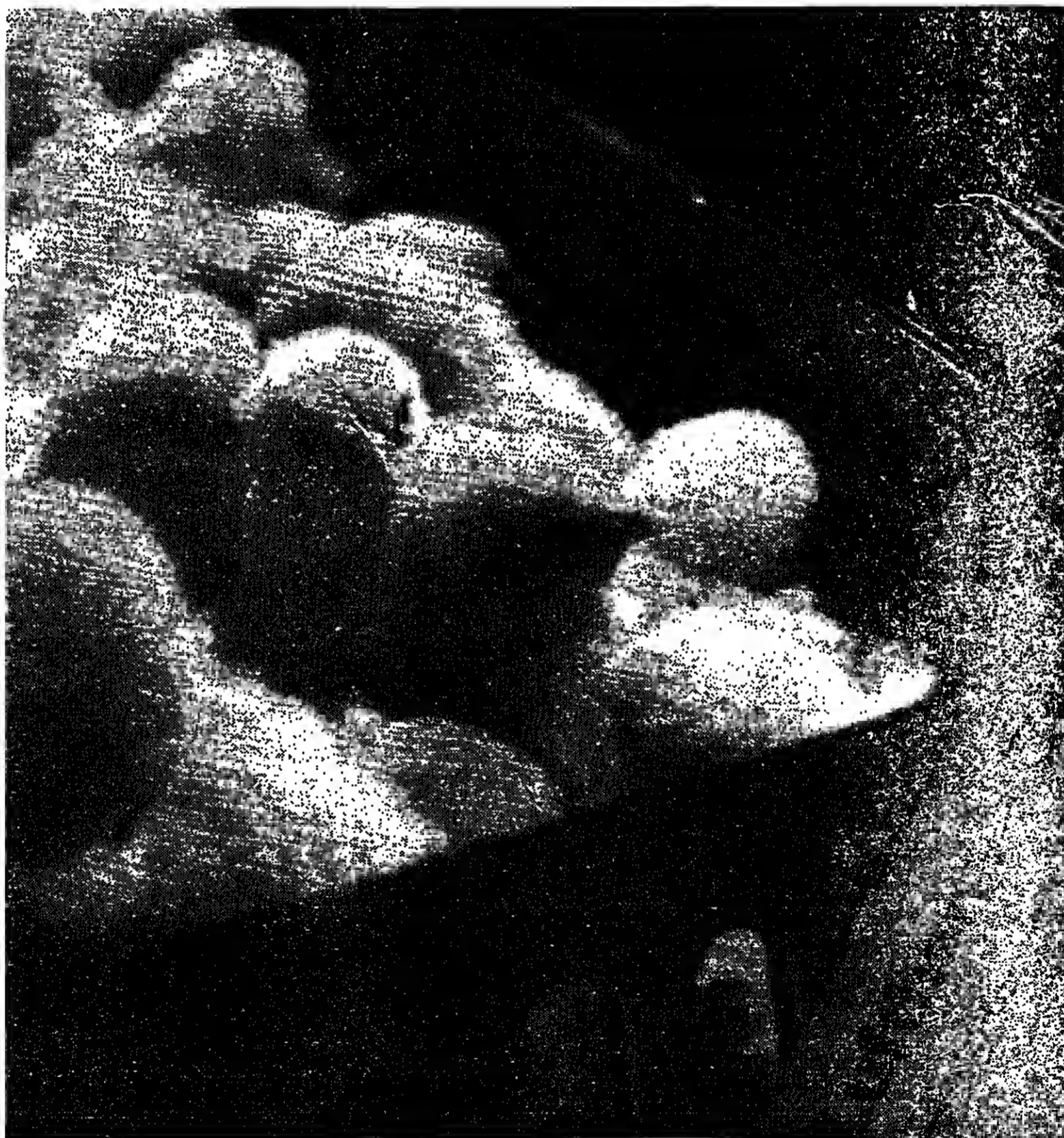
Big G, which contains the rest of the power stations including all the nuclear plant, will be run by Lord Marshall, the present chairman of the CEBG.

Little G, as it is provisionally nicknamed, will be one of the biggest industrial companies in Britain, with assets, at current replacement costs, worth about £7bn.

Mr Malpas was out of the country and not available for comment last night. The Department of Energy said final decisions had not yet been made but that the industry's senior appointments would be announced in two or three weeks.

Before joining the BP board, Mr Malpas worked for five years in the US, having previously spent 30 years at ICI, where he was once thought to be in the running to become chairman.

## Special care in the air.



## Hitachi to pay BTG royalties on scanner

BY DAVID FISHLICK, SCIENCE EDITOR

HITACHI, Japan's biggest electrical products group, has agreed to pay royalties to Britain on sales of its nuclear magnetic resonance medical scanners.

Hitachi is the first major Japanese maker of NMR medical imaging systems to acknowledge that the British Technology Group holds the basic patent rights to the technology.

Last summer General Electric of the US, market leader in selling NMR systems, agreed to pay BTG royalties on a portfolio of 16 inventions assigned to the company by the universities of Nottingham, Aberdeen and Oxford.

BTG has already paid the three universities and some individual university inventors a total of more than £3m in royalties, mostly from the first GE payment, and the same teams can expect more from the Hitachi agreement.

BTG expects NMR medical imaging to become its biggest single source of income before its

patents run out in 1996.

A world market worth between £300m and £500m is forecast for next year, based on systems for which it believes it holds the basic patents.

It claims that two other major Japanese makers, Toshiba and Shimadzu, are using its patents, as are Philips and Siemens in Europe.

Dr Derek Schaefer, BTG's operations director who has led negotiations with the Japanese companies, described the Hitachi agreement as an important milestone in licensing its patent portfolio. "It also emphasises the growing importance of technology transfer between Britain and Japan, an area in which BTG is playing an increasing role," Dr Schaefer said.

Last month the Department of Trade and Industry commissioned a study of BTG by Cooper & Lybrand, to advise on the potential for privatising the technology transfer agency.

## Sports venture for Jaguar

BY JOHN GRIFFITHS

VERY high performance versions of Jaguar cars are to be built by a joint venture company set up between the Coventry-based vehicle maker and TWR Group.

The 50-50 joint venture, JaguarSport, has been capitalised initially at £5m and expects to produce up to 2,500 vehicles a year, depending on demand. The company will be based at TWR's headquarters at Kidlington, Oxfordshire.

The first JaguarSport model will be announced later this

year. Eventually, derivatives will be produced of both the XJ saloon and XJ-S coupé ranges, available through Jaguar's own distribution network. An initial output of 500 units a year is expected, with sales concentrated in Europe.

The joint company puts on a more formal basis a relationship between the two companies which dates back nearly five years. TWR-prepared Jaguars have won both the European and world sports car championships.

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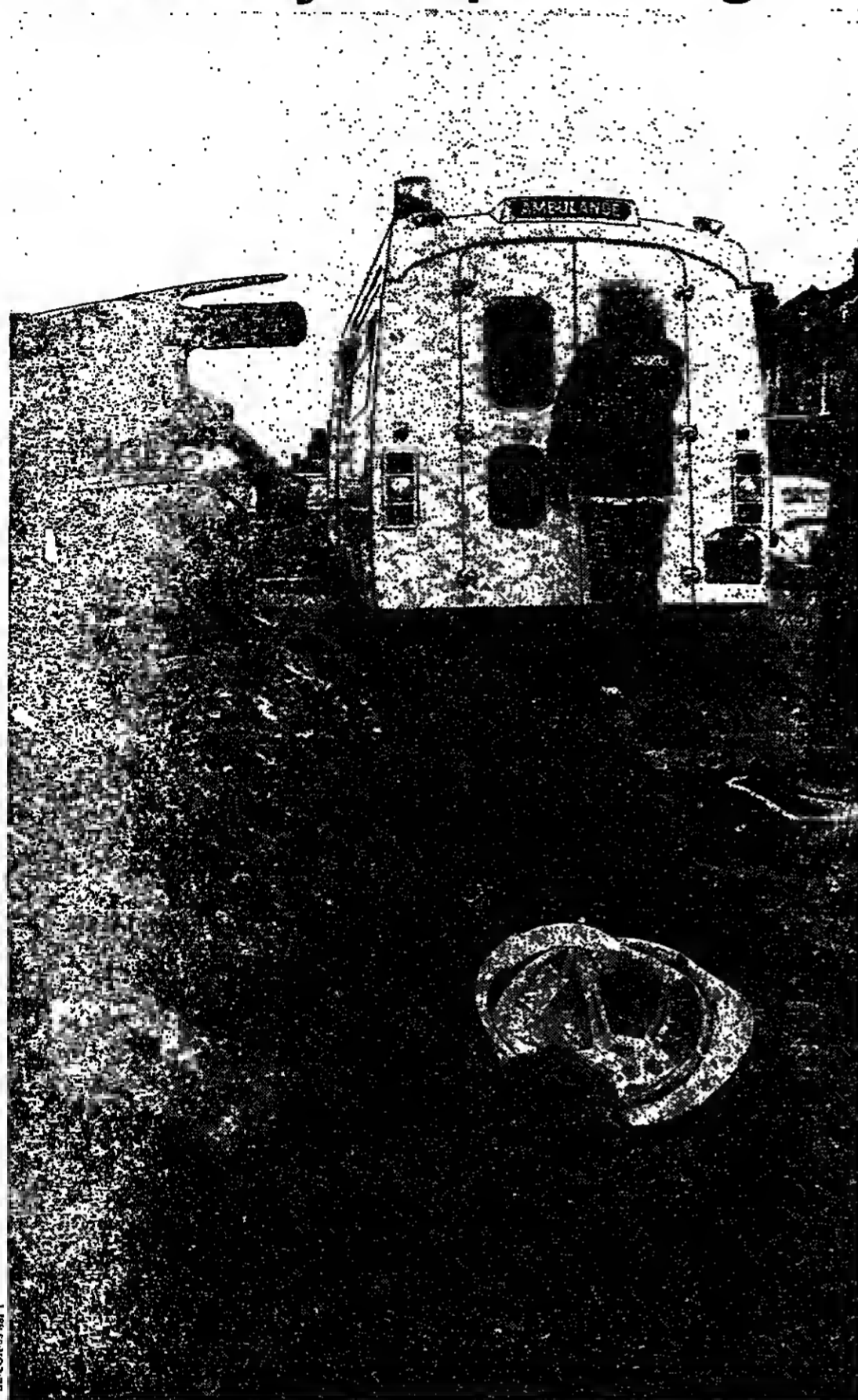
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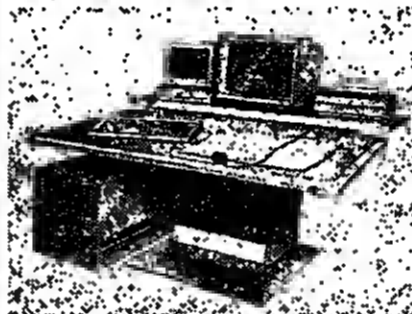
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## UK NEWS

### Ward loses appeal over £5.2m Guinness fee

BY RAYMOND HUGHES, LAW COURTS CORRESPONDENT

MR TOM WARD, a US lawyer and former director of Guinness, improperly received £5.2m from the company "in plain disregard of his duty to the company," the Court of Appeal in London ruled yesterday.

The payment, alleged to have been for Mr Ward's services to Guinness during its takeover bid for Distillers, was not disclosed to a meeting of the full Guinness board. It had, therefore, breached both the company's articles of association and the Companies Act, the court said.

Mr Ward, who was ordered to pay Guinness' costs, was refused leave to appeal to the House of Lords. He is likely to seek leave directly from the Law Lords.

Mr Ward had appealed against the High Court's decision that Guinness was entitled to immediate repayment of the £5.2m, without the case going to full trial.

Mr Ward argued that there was a major dispute about the facts surrounding the payment that

could be resolved only at a full trial.

Lord Justice Fox said that Mr Ward alleged an oral agreement between himself and Mr Ernest Saunders, then Guinness's chairman and chief executive, that he would be paid £5.2m for his services and advice as a business consultant to Guinness.

The company denied that there had been any such agreement but said that if there had been, it had been made in breach of Mr Ward's fiduciary duty as a director.

The judge said that Mr Ward had admitted that the payment had not been disclosed to the full board. He had contended that such disclosure had not been necessary as the payment had been known to a board sub-committee, consisting of himself, Mr Saunders and Mr Olivier Roux, then Guinness's finance director, which had been set up to conduct the bid.

Lord Justice Fox said section

317 of the 1985 Companies Act stated that a director has a duty to declare the nature of his interest in a contract with the company "at a meeting of the directors of the company."

Those words, said the judge, could not be satisfied by disclosure to a board sub-committee.

The relevant Guinness article had the same meaning as the section.

Mr Ward argued that the articles permitted a director to act in a professional capacity and to be paid as if he were not a director.

Rejecting that argument, Lord Justice Fox said that a director was in a fiduciary position and was not permitted to obtain a profit from his position without the consent of, in practice, the board.

Mr Ward had never had a good legal title to the £5.2m, Lord Justice Fox concluded. The money had always been Guinness' property and the company was entitled to get it back.

### UK broadcasting venture signs satellite equipment contracts

BY RAYMOND SNOODY

BRITISH Satellite Broadcasting, the UK's \$250m direct broadcast satellite venture, yesterday announced detailed plans for the manufacture of the consumer equipment needed to receive its three new national channels of television.

BSB said it had signed contracts with Intermetall, the West German subsidiary of IFF, for 4m sets of microchips for the receiving equipment and a long-term contract with General Instrument of the US for conditional access modules.

Conditional access is the coding technique to be included in each BSB receiver so that the company can control who receives the pictures. The conditional system will be used for BSB's subscription service. Screen, based on recent films and to charge for special events such as boxing championships.

Mr Graham Grist, managing director of BSB, a consortium including Granada, Virgin, Pearson, publishers of the Financial Times, the Bond Corporation of Australia and Reed International, said the contract with Intermetall would be worth £50m and the General Instrument deal could be worth between £100m and £200m. At present, however, BSB is

only formally committed to less than \$5m "seed money" as a result of the contracts. The rate of purchase of the key components, which will be made available to manufacturers of BSB receiver equipment, will depend entirely on demand for the equipment.

BSB hopes that 2.5m sets of receiving equipment will be sold by 1992, the third year of the project's operation.

The first of two BSB satellites are scheduled for launch in August 1989 and broadcasting is due to begin in late September. The company said yesterday BSB hoped that its conditional access system would become a European standard and had set up a joint venture company with General Instrument to distribute the equipment to the member nations of the European Broadcasting Union.

BSB also announced yesterday the names of 15 consumer electronic companies invited to tender for the production of the receiving equipment which BSB hopes will cost around £200.

The company planned to give three companies the exclusive contract for the first three years as a way of ensuring long production runs and the benefits of eco-

nomies of scale to keep the price as low as possible. BSB is now talking about choosing three to five companies from the following:

Amstrad, (a BSB founder shareholder which pulled out), Bosch, Finlux-Lohja, General Instrument, Grundig, Hitachi, NEC, Panasonic, Philips, Sanyo, Sony, Tatsung, Thomson/Ferguson, Uniden and Walsley/AB Electronics.

Mr Anthony Simmonds-Gooding, chief executive of BSB, said yesterday he believed it was in the interests of the Government and its desire to create more choice for the consumer and more competition in British television if BSB had a "window of opportunity" until 1995. It would take five years, when BSB aims to be available in 5m homes, 25 per cent of the total, for the satellite company to attract serious advertising revenue.

Mr Simmonds-Gooding said: "I am totally convinced they (the Government) will do nothing that will put BSB at risk."

BSB investors, who have to raise the remaining £400m in the City of London next year, are concerned that the Government will give "premature" permission for the launch of a land-based fifth channel.

### Railway to adapt to continental freight

BY KEVIN BROWN, TRANSPORT CORRESPONDENT

BRITISH RAIL is unlikely to alter its rail network to take larger continental freight wagons after the Channel Tunnel opens in 1993, BR officials said yesterday.

BR has come under strong pressure from some private wagon operators to convert major freight routes from the narrow British loading gauge to the wider and higher Berne gauge which is used by most continental rail systems.

Railway managers believe, however, that the present limitations of the British gauge can be overcome through the use of technological developments such as the small wheel bogey, which is being developed in the UK by Gloucester Rail and Carriage.

This would avoid the need for highly expensive and extensive modifications to the railway infrastructure, principally tunnels and platforms.

Mr Graham Boyes, European strategy manager of BR's freight division, told a conference on the Channel Tunnel in London yesterday that the small-wheel bogey would enable BR to carry any container or trailer capable of operating on continental railways.

Mr Boyes said BR studies showed it would cost up to £70m

simply to convert the 10-mile stretch of track from the Tunnel mouth to Ashford in Kent, where an international station is to be built to handle cross Channel rail traffic.

BR also fears that it could lose business unless track conversion provided a Berne gauge route from the Channel to Scotland.

This is because a short route to Kent or London would encourage operators to switch to road transport for long-distance cargoes.

Mr Boyes said BR had agreed with the French and West German railway authorities that trans-shipment should be avoided to protect the railways' share of the overall transport market.

BR's reluctance to convert track to accept Berne gauge traffic is likely to mean a significant boost for wagon manufacturers because only a small proportion of existing UK rolling stock is capable, for technical reasons, of running on continental track. Even fewer European wagons have been constructed to UK specifications.

BR believes about 4,000 new wagons will be required for Channel Tunnel traffic, which is expected to total more than 6.1m tonnes in 1993, compared to less than 1m tonnes on the existing rail ferry.

### Smaller airlines battle for European routes

By Michael Donne,  
Aerospace Correspondent

THE BATTLE between independent UK airlines for new scheduled services between Gatwick Airport, south of London, and the Continent intensifies later this month when the Civil Aviation Authority begins a further round of public hearings into the airlines' bids.

The CAA has already heard arguments from Air Europe and others about the routes from Gatwick to Paris and Brussels and the further hearings now planned will cover the routes from Gatwick to Athens, Milan, Nice and Rome.

These are among the routes formerly either flown, or for which licences were held, by British Caledonian but which were surrendered to the CAA in 1984 following its takeover of B.O.A.

Air Europe is applying for Rome and Milan, Birmingham Executive wants Athens and Nice, while both British Island and Dan-Air also want Nice, and Orion Airways wants Athens.

British Airways is exercising its right to reapply for the Gatwick-Nice route.

The CAA has allocated five days for the hearings, from May 23 to 27, in anticipation of a fierce verbal struggle from the airlines involved.

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## UK NEWS

## Bovis takes over US construction manager group

BY ANDREW TAYLOR

BOVIS, the construction arm of the P&O group, yesterday announced that it had purchased the remaining 50 per cent of Lehner McGovern Bovis, construction manager of two of Europe's biggest developments.

Lehner McGovern Bovis, an Anglo-US joint venture in which Bovis acquired a 50 per cent stake in October 1986, is construction manager for the \$1bn Euro-Disney centre near Paris and for the £1bn first phase of the Canary Wharf office project on the Isle of Dogs, in the dockland region of London's east end.

The \$2bn to \$4bn Canary Wharf development ranks as Europe's biggest construction project. Olympia & York, the privately-owned Canadian property and resources group, is developing the scheme.

Lehner McGovern, a privately-owned New York company, was established in 1979. It is the seventh largest construction management company in the US. Its contracts have included the restoration of the Statue of Liberty and Ellis Island where immigrants to the US traditionally made their first landfall.

The company also managed the reconstruction of New York's Central Park Zoo.

The relationship between Lehner McGovern and Bovis is one of several joint ventures forged in recent years between British construction groups and US construction management companies.

George Wimpey, one of the UK's largest contractors, last year formed a joint venture with Tishman Realty and Construction, a privately-owned New York company which helped construct the 110-storey twin towers of the World Trade Centre in New York.

The 100-storey John Hancock Centre in Chicago and Walt Disney's \$1bn Epcot Centre in Florida.

Wimpey-Tishman is offering construction management for large UK projects.

Schal, one of the earlier US construction management groups

to establish itself in the UK, has worked on a number of British projects including joint ventures with Bovis and with Tarmac, Britain's biggest construction group.

By forming joint ventures with British contractors, US groups have achieved a foothold in an expanding British construction market which last year increased its output by 8 per cent - the biggest annual increase for more than 20 years.

British companies have in return been exposed to North American-style fast-track management and construction techniques.

Mr Frank Lamp, chairman of Bovis, said the combination of British and American resources and know-how had contributed to a 25th construction order book for Bovis construction companies.

Bovis is thought to have paid about \$15m for the remaining 50 per cent of Lehner McGovern Bovis.

Mr Peter Lehrer and Mr Gene McGovern will remain as co-chairmen of Lehner McGovern Bovis and expect to increase their involvement in the management of other Bovis construction interests.

Lehner McGovern Bovis employs about 700 people and has offices in New York, Washington DC, New Jersey, California, Maryland, Philadelphia as well as in London and Paris, France.

Elfers IXI, the Australian group best known for its Foster's lager, will announce details today of a plan to put its 5,000 Courage public houses in the UK into a joint venture with a property company, writes Lisa Wood.

The proposal, disclosed earlier this year, follows the failure of Elfers' plan to wrap up Courage's estate of pubs into a £1bn company and float about half of it on the London stock market.

Elders' partner in a joint venture for its pubs is understood to be an Australian property company.

## Clydesdale Bank plans expansion in England

By James Buxton, Scottish Correspondent

CLYDESDALE BANK, the Glasgow-based institution which is now owned by National Australia Bank, yesterday announced changes in its structure designed to pave the way for its planned expansion into the south of England market.

The bank, which National Australia acquired last year from the Midland, has been divided into three profit-accountable divisions responsible for retail banking, corporate and international banking, and financial services.

Mr Richard Cole-Hamilton, the chief executive, said yesterday that the bank's plan was to consolidate its position in Scotland and to push on into England where it already had branches in London and the North. Europe would come later.

"We intend to be a new game player in England and a niche player in the important London market. In Scotland we see ourselves as high quality national bank." He did not elaborate.

Under the new structure the retail banking division is to set up regional managers responsible for different parts of Scotland, with one responsible for England where the bank was hitherto prevented from expanding because of its relationship with the Midland Bank.

In order to strengthen the bank's position in Scotland, where it has lost ground in recent years to the other Scottish banks, the Royal Bank of Scotland and the Bank of Scotland, the regional managers will be given increased responsibilities.

The three divisions of the bank are all headed by long-serving employees of the Clydesdale, with Mr Ritchie Robertson responsible for retail banking, Mr Ian Cook for corporate and international and Mr John McKinlay for financial services.

## Ford gives car servicing a wrench

Ford's managing director Mr Roger Humm (right) describes his company's plans as a revolution.

John Griffiths examines the volume car manufacturers' bid to wrest back the after-sales business which has been lost to 'fast-fit' car service groups



that Ford "is reacting to what we have been doing". Halfords believes that with more than 18m cars on the road now and continuing growth in two-car and three-car families, there do not have to be any losers except, perhaps, small and independent back-street garages.

Mr Farmer, whose Kwik-Fit Euro organisation is by far the largest specialist fast-fit chain in the UK, says he does not think that a Ford chain and his own would necessarily be in direct competition, as many of Kwik-Fit's outlets are deliberately placed in urban areas.

Nevertheless, he suggests, the traditional garage trade will have to do much better than in the past if it is to have any hope of success. "There has been little appreciation of the density of management you need to operate this business properly."

By 9.30 each morning, Kwik-Fit's Edinburgh headquarters has a detailed breakdown of the previous day's sales from each one of its 420 outlets. These started out in the replacement exhaust, batteries and tyres market, but Kwik-Fit is moving into areas like clutches, steering and braking systems.

Mr Farmer also welcomes Ford's entry to the market. He also believes that there is plenty of room for efficient new entrants. Kwik-Fit itself plans to have 1,000 outlets in the UK by the early 1990s, to tap what by Kwik-Fit's estimates is a total automotive aftermarket - covering parts, accessories and also aspects of repairs and servicing - worth some £7bn a year.

He needs to be right. With UGC, better known by its Unipart trading name, also understood to be planning to spend up to £50m on out-of-town superstores, Woolworth subsidiary Charlie Browns Antocentres developing a national chain, and other established operators like Pirelli UK's SMC chain all seeking similar growth, the market already looks crowded.

Image is of widespread, though not necessarily justified, suspicion of high parts and service charges, which most customers are ill-equipped to dispute, with a receptionist steeped in the arts of verbal defence and of preserving a cordial sanitarian between mechanics and customers.

If Ford succeeds, though, and the out-of-town sites are owned and operated by dealers which retain their Ford-dedicated and conventional car sales and service operations, that image will also become irrelevant.

Douglas Seaton, a Ford main dealership in Yeovil in south west England, is already providing a taste of what might be expected. Customers calling at Seaton to collect a serviced car find a business card attached to the invoice. It bears a photograph and name of the "technician" - the term mechanic is no longer used - who worked on the vehicle and offers a face-to-face discussion of any problems.

According to managing director Mr Trevor Curphey, a member of Ford's retail strategy team, this approach has been exceptionally well received, together with other touches like having every serviced car washed and vacuumed as a matter of course. Customer care briefings have

been taking place at the dealership group since its own first strategy meeting five months ago at which, Mr Curphey explains, "we showed our staff the Marks and Spencer approach, and that we needed to at least match it."

For some staff, the attempt to improve standards has been traumatic. For example, Seaton now uses an agency which telephones all departments every two months posing as customers. Conversations are taped and later played to the employee.

Inducements accompany the chastisements, though. Staff can have petrol at cost price, there are employee car-leases and low-finance schemes and pensions for all. Most hourly-paid employees are being given staff status.

If such strategies work, franchised dealers in volume cars, backed by their manufacturers, should be able to wrest back at least some of the lost service, parts and accessories business. By some dealer estimates, only 15 per cent of total service work on Ford cars in the UK is actually carried out by Ford dealers and only 5 per cent of cars see a franchised dealer's service bay after it reaches three years old.

The picture is little different at other franchises. Austin Rover, Vauxhall, Peugeot all have train-

ing schemes and other incentives programmes aimed at keeping a greater proportion of servicing - and keeping or adding to customer goodwill.

The significance of Ford's plans lies both in the proposal to use out-of-town sites, which the company says it will finance if the dealers will not, and in the company's UK market strength: its market share of nearly 30 per cent is almost double that of second-placed Austin Rover.

Austin Rover and other rivals say they have no plans to emulate Ford's move. Perhaps surprisingly, Ford's intended rivals in the sector appear pleased, not dismayed, by Ford's move.

Halfords, the Ward White retailing group subsidiary, is investing more than £100m in 200 out-of-town motor parts and accessories stores, many with fixed-price servicing facilities. Mr Ian Staples, managing director, says that Halfords is "quite delighted" with the move as it would make its own operating concepts "even more acceptable to the consumer."

The concept includes seven-day opening until late in the evening and "honest, open service bays accessible to the customer," claims Mr Staples. He suggests

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## MANAGEMENT

## Rothmans

# The style changes – but the image lingers on

The UK-based group has been reshaped and is more efficient, but tobacco still dominates. Heather Farmbrough reports

HAS MUCH really changed at Rothmans, the large tobacco group which, along with other large players in the industry, set out more than a decade ago to diversify away from their reliance on a core activity under attack from the medical world and the anti-smoking lobby?

At first glance, the answer seems to be no. The location and activities of the company's world-wide interests are strikingly similar to those at the beginning of the decade.

Diversification into such areas as brewing, oil and gas pushed tobacco's contribution to group earnings down to 67 per cent by 1982. But a subsequent retrenchment has reversed the trend and tobacco earnings are back up to 80 per cent, with the rest coming from its interests in Dunhill and Cartier, international retailers of luxury goods.

Yet Sir Robert Crichton-Brown, the chairman, insists that a great deal has changed. He says that management style has altered throughout the group, a step which "was perhaps more important than anything else we did. It required us completely to change our culture and to pool our financial, technological and human resources. We then saw very quickly what steps had to be taken."

Sir Robert took over the helm in 1984, inheriting the early stages of a rationalisation programme that had been implemented by his predecessor, Sir David Nicholson, and the present chief executive, Vernon Brink. This involved cuts in manpower and production in the UK and on the Continent in response to falling demand for cigarettes in the group's main market, Europe. The fall had been precipitated by health worries, the effects of recession and higher taxes on cigarettes.

Rothmans was the third largest cigarette manufacturer in the UK with 14 per cent of the market – it still occupies third place behind Imperial and Gallaher, but market share is currently around 9 per cent.

Other tobacco producers were experiencing similar difficulties and, in common with Rothmans,

were also finding that the overcapacity created by falling demand was compounded by technological improvements in cigarette making machinery.

Rothmans was also having to adjust to changing political climates in Africa and the Middle East, where it had expanded rapidly in the 1970s. The company had exported cigarettes from its European factories. But by the 1980s, many countries were becoming increasingly nationalistic, reflecting not only a rising tide of nationalism but shortages of foreign currency, too.



Sir Robert Crichton-Brown: a great deal has changed

In Sir Robert's view, there were three main tasks:

- to increase the pace of cutbacks in production and manpower to stem overcapacity, while continuing to introduce faster and more efficient machinery;

- to change the way the international organisation was run. A complex web of associates and subsidiaries throughout the world needed to be tightened up into stricter reporting divisions to derive the greatest benefits from rationalisation taking place in the European factories;

- to devise and implement a clear strategy. Should Rothmans remain dependent on tobacco, or should it continue to diversify? Where did its other interests –

ranging from brewing to oil and gas – fit in?

Four years later, it is the improvements in operating efficiency which have received most credit. "It's the best example of how the management really got down to it," Nyren Scott-Malden, an analyst at Barclays de Zoete Wedd, comments. "They went about it in a very logical and measured way."

In 1984, Rothmans introduced a central plan for each of its operating units and subsidiaries, setting strict financial standards and reporting requirements for each.

Layers of reporting chains were cut out across the company so that managing directors reported directly to their chief executives. The emphasis was on getting individual managing directors to take the initiative.

This, says Sir Robert, transformed the company from one which was "bound by hierarchical structures in which we were all good at writing letters but not at communicating."

Something of a revolution was also happening in the way "all the factories were forced to concentrate on the bottom line," as Vernon Brink says. "Inventories came under much tighter control; managers had to look more carefully at working methods and costing procedures."

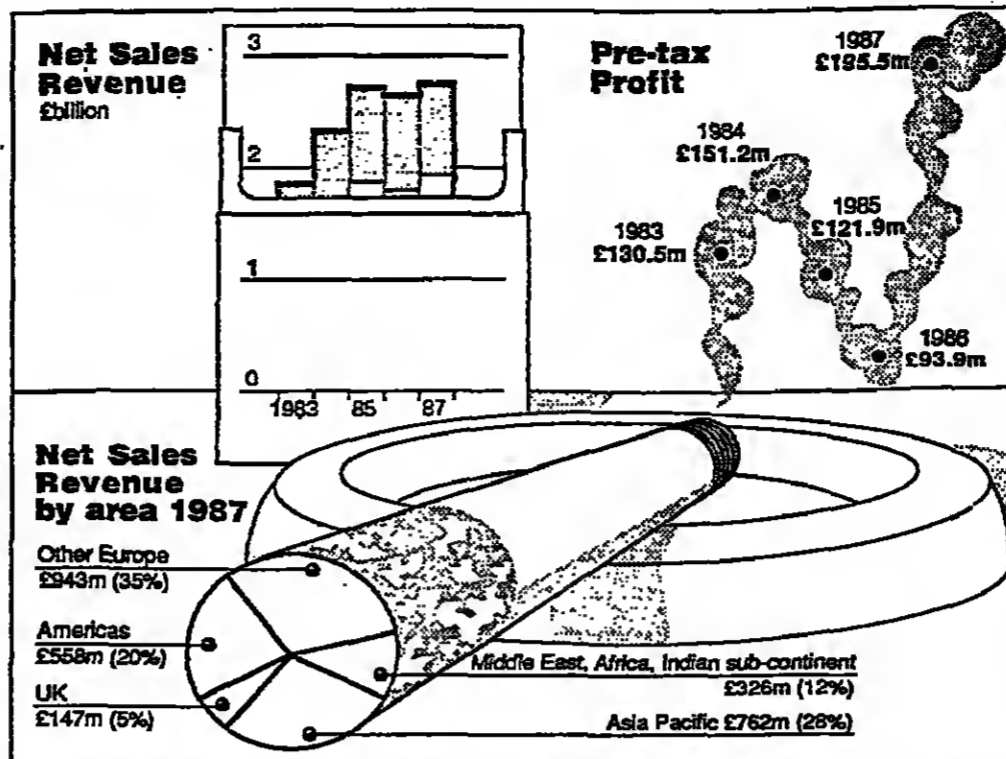
Yet the push for change clearly came from the top after Sir Robert became chairman. Brink comments: "He provided a leadership figure which we needed in difficult times."

This was particularly so when it came to making the first total factory closure in April 1984, involving the loss of nearly 1,200 jobs.

"We agonised over closing a factory in England," recalls Sir Robert. "Eventually we decided we should shut our Basildon plant as it was the oldest and least efficient than those in the north-east."

The decision was particularly hard as Basildon was one of the oldest bases of Rothmans' UK production.

Rothmans tried to cushion the blow. It called in independent advisors to give financial advice,



transferred some employees to other factories, and opened a small business centre with 40 workshops.

Further closures followed, in the UK and Ireland, on the Continent, and in Toronto, Canada, amounting to write-offs of £156m. Even the most recent 1987/88 interim figures showed a £7m write-off relating to closures in the Irish Republic and Singapore. The 1988/89 year, however, should be one with no closures and rationalisation costs.

Since 1982, Rothmans has bought and disposed of a 50 per cent holding in Rowenta, the West German domestic electrical appliance business, for £20m.

Last February, Rothmans' Canadian subsidiary sold its 50.1 per cent stake in the Canadian brewer, Carling O'Keefe, for £93.5m, markets having become more and more difficult since it was acquired in 1978. Rothmans also withdrew from Carling's oil and gas and its wine business.

Rothmans Australia has a 50/50 interest in confectionery distribution there.

A measure of the improvement the group has achieved in efficiency is the profit performance in the first half of 1987/88. Interim profits increased by nearly 80 per cent to £140m, with turnover rising by only 8 per cent. Operating margins in subsidiaries rose from 6.8 per cent in the first half of the year to 14 per cent. The increase caught the City by surprise.

Rothmans was one of the strongest performing stocks on the FT All-Share index in 1987, fuelled for once by its results rather

than, as in the past, speculation about a possible bid from shareholders Philip Morris and Rothmans Tobacco.

Philip Morris, the cigarettes, food and beverage, and finance group, has 29 per cent of the equity and 25 per cent of the votes, and Rothmans Tobacco, in which the controlling interest is held by Rembrandt, the South African tobacco, liquor and financial group, has 32 per cent of the equity and 42 per cent of the votes.

While Rothmans is clearly a far more efficient company than it was five years ago, observers are less convinced as to whether the company has yet achieved its other objectives.

The low profile of the main board directors makes it difficult to assess the strength of the management. In his own words, the chairman Sir Robert Crichton-Brown has "played it low key. I don't like gazing into crystal balls."

As Mike Gearing, an analyst with James Capel comments, "arguably, the investment community may have credited the company with more respect for its disposals – notably the brewing side – than its acquisitions, although those of Dunhill and Cartier have been successful."

The question facing Rothmans is where next? Disposals, rationalisation benefits and a reasonable cash flow from cigarettes have left the group today with more than £400m in cash.

Tobacco markets show little sign of growth, apart from in developing countries, mainly in the Far East. The British tobacco

industry is still declining by about 3 per cent a year, the US by 2 per cent. In the rest of Europe, Rothmans' best hope is to increase market share in static conditions by clever branding and marketing.

While Rothmans remains pretty dependent on tobacco earnings, its competitor BAT Industries now derives only half its trading profits from tobacco. The rest comes from financial services, including Allied Dunbar and Eagle Star, paper – Appleton papers and Wiggins Teape – and a small contribution from retailing – Saks, Marshall Field and Argos – (0.5 per cent).

Rothmans' interests in Dunhill and Cartier (50.6 per cent and 47.0 per cent respectively) are expected to provide the starting point for developing other up-market, branded consumer goods businesses.

The company will look for similar types of businesses with international markets. In the past, it has tended to opt for joint ventures overseas where owners and managers retain control.

The responsibility for diversification falls to David Montagu, the city financier who will become chairman on Sir Robert's retirement in 1989.

Rothmans will not find it easy to convince its sceptics that it is as good at building up new businesses as it is at rationalising. The image of the old group, with its somewhat unrelated subsidiaries straggling round the world, some involved in areas offering little strategic logic, will not disappear quickly.

## BTR: no room for outsiders

Michael Skapinker examines the group's attitude to non-executive directors

THE BANK OF England, the Stock Exchange and the Confederation of British Industry think non-executive directors are an excellent idea.

Last year they gave support to a voluntary code of practice under which large companies would have at least three outside directors on their boards.

ICI, the British chemicals group, also believes in outside directors. It has non-executive directors from several countries, including Japan. It recently appointed Paul Volcker, the former chairman of the US Federal Reserve Board, to its board.

Sir Owen Green, chairman of the industrial conglomerate BTR, however, thinks the current enthusiasm for independent directors is "a fashion that's not going to get anybody anywhere."

It is not a popular view, but Sir Owen Green is no stranger to controversy – whether through his unsuccessful bid for the glass manufacturer Pilkington Brothers or through his well-known opposition to corporate involvement in community projects.

In their report to shareholders last month, Sir Owen and BTR managing director John Cahill said that the "familiar arguments which give increasing prominence to non-executive directors, in our view, depreciate the intelligence, the wisdom and the integrity of the executive director in large multi-national operations."

Some took this to mean that Sir Owen believed that company boards should consist entirely of executive directors. Not so, he says. BTR's own board has three non-executive directors. All, however, previously worked for BTR.

What Sir Owen is opposed to is the notion that a substantial number of directors should be independent outsiders who have never worked for the company.

"I don't think the case has been made that companies which have a greater number of non-executive directors on the board have a greater rate of success or a lesser rate of failure," he says.

He can see why smaller com-

panies might need to have outsiders on the board. But in a large multinational, he argues, the executive directors are the ones with the real expertise. "You would not become an (executive) director of Shell or of ICI unless you were a person of particular repute," he says. "I just can't see why it's felt necessary to have a significant number of non-executive directors to mix in with these people."

Outside non-executive directors, he contends, know only what the executive directors choose to tell them. "I think if you challenge a non-executive director, if you can really get under his skin so that he's really frank, he's bound to say, 'I'm really in the hands of the company.'"

Is there not a danger that all the executive directors might begin to see things in the same way? What of the argument that an outside director can provide the executive board with a fresh perspective?

Executive directors can provide each other with a fresh perspective, he argues. Directors who are executives probably don't see each other very much anyway. Unless it's a very centralised set-up, they probably only meet at board meetings.

Couldn't non-executive directors from other countries help the board to understand foreign markets or different parts of the world? Executives in multinationals "have got those skills because they've served overseas," Sir Owen says. And if you're going into an entirely new market, hire the expert executives, he replies.

What of the most important argument of all – that non-executive directors can ensure that the company does not become involved in illegal or irregular practices?

"I don't think there's sufficient evidence to support the idea that an increased number of non-executive directors will remedy any of the family problems or omissions that exist. At the end of the day I find it difficult to think that there's any remedy for bad management except to get the shareholders to vote with their feet," he says.



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19	1212	2602	3803	4719	5706	6807	8006	9418	10023	11725	12729	13723
20	1213	2603	3804	4720	5707	6808	8007	9419	10024	11726	12730	13724
21	1214	2604	3805	4721	5708	6809	8008	9420	10025	11727	12731	13725
22	1215	2605	3806	4722	5709	6810	8009	9421	10026	11728	12732	13726
23	1216	2606	3807	4723	5710	6811	8010	9422	10027	11729	12733	13727
24	1217	2607	3808	4724	5711	6812	8011	9423	10028	11730	12734	13728
25	1218	2608	3809	4725	5712	6813	8012	9424	10029	11731	12735	13729
26	1219	2609	3810	4726	5713	6814	8013	9425	10030	11732	12736	13730
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29	1222	2612	3813	4729	5716	6817	8016	9428	10033	11735	12739	13733
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31	1224	2614	3815	4731	5718	6819	8018	9430	10035	11737	12741	13735
32	1225	2615	3816	4732	5719	6820	8019	9431	10036	11738	12742	13736
33	1226	2616	3817	4733	5720	6821	8020	9432	10037	11739	12743	13737
34	1227	2617	3818	4734	5721	6822	8021	9433	10038	11740	12744	13738
35	1228	2618	3819	4735	5722	6823	8022	9434	10039	11741	12745	13739
36	1229	2619	3820	4736	5723	6824	8023	9435	10040	11742	12746	13740
37	1230	2620	3821	4737	5724	6825	8024	9436	10041	11743	12747	13741
38	1231	2621	3822	4738	5725	6826	8025	9437	10042	11744	12748	13742
39	1232	2622	3823	4739	5726	6827	8026	9438	10043	11745	12749	13743
40	1233	2623	3824	4740	5727	6828	8027	9439	10044	11746	12750	13744
41	1234	2624	3825	4741	5728	6829	8028	9440	10045	11747	12751	13745
42	1235	2625	3826	4742	5729	6830	8029	9441	10046	11748	12752	13746
43	1236	2626	3827	4743	5730	6831	8030	9442	10047	11749	12753	13747
44	1237	2627	3828	4744	5731	6832	8031	9443	10048	11750	12754	13748
45	1238	2628	3829	4745	5732	6833	8032	9444	10049	11751	12755	13749
46	1239	2629	3830	4746	5733	6834	8033	9445	10050	11752	12756	13750
47	1240	2630	3831	4747	5734	6835	8034	9446	10051	11753	12757	13751
48	1241	2631	3832	4748	5735	6836	8035	9447	10052	11754	12758	13752
49	1242	2632	3833	4749	5736	6837	8036	9448	10053	11755	12759	13753
50	1243	2633	3834	4750	5737	6838	8037	9449	10054	11756	12760	13754
51	1244	2634	3835	4751	5738	6839	8038	9450	10055	11757	12761	13755
52	1245	2635	3836	4752	5739	6840	8039	9451	10056	11758	12762	13756
53	1246	2636	3837	4753	5740	6841	8040	9452	10057	11759	12763	13757
54	1247	2637	3838	4754	5741	6842	8041	9453	10058	11760	12764	13758
55	1248	2638	3839	4755	5742	6843	8042	9454	10059	11761	12765	13759
56	1249	2639	3840	4756	5743	6844	8043	9455	10060	11762	12766	13760
57	1250	2640	3841	4757	5744	6845	8044	9456	10061	11763	12767	13761
58	1251	2641	3842	4758	5745	6846	8045	9457	10062	11764	12768	13762
59	1252	2642	3843	4759	5746	6847	8046	9458	10063	11765	12769	13763
60	1253	2643	3844	4760	5747	6848	8047	9459	10064	11766	12770	13764
61	1254	2644	3845	4761	5748	6849	8048	9460	10065	11767	12771	13765
62	1255	2645	3846	4762	5749	6850	8049	9461	10066	11768	12772	13766
63	1256	2646	3847	4763	5750	6851	8050	9462	10067	11769	12773	13767
64	1257	2647	3848	4764	5751	6852	8051	9463	10068	11770	12774	13768
65	1258	2648	3849	4765	5752	6853	8052	9464	10069	11771	12775	13769
66	1259	2649	3850	4766	5753	6854	8053	9465	10070	11772	12776	13770
67	1260	2650	3851	4767	5754	6855	8054	9466	10071	11773	12777	13771
68	1261	2651	3852	4768	5755	6856	8055	9467	10072	11774	12778	13772
69	1262	2652	3853	4769	5756	6857	8056	9468	10073	11775	12779	13773
70	1263	2653	3854	4770	5757	6858	8057	9469	10074	11776	12780	13774
71	1264	2654	3855	4771	5758	6859	8058	9470	10075	11777	12781	13775
72	1265	2655	3856	4772	5759	6860	8059	9471	10076	11778	12782	13776
73	1266	2656	3857	4773	5760	6861	8060	9472	10077	11779	12783	13777
74	1267	2657	3858	4774	5761	6862	8061	9473	10078	11780	12784	13778
75	1268	2658	3859	4775	5762	6863	8062	9474	10079	11781	12785	13779
76	1269	2659	3860	4776	5763	6864	8063	9475	10080	11782	12786	13780
77	1270	2660	3861	4777	5764	6865	8064	9476	10081	11783	12787	13781
78	1271	2661	3862	4778	5765	6866	8065	9477	10082	11784	12788	13782
79	1272	2662	3863	4779	5766	6867	8066	9478	10083	11785	12789	13783
80	1273	2663	3864	4780	5767	6868	8067	9479	10084	11786	12790	13784
81	1274	2664	3865	4781	5768	6869	8068	9480	10085	11787	12791	13785
82	1275	2665	3866	4782	5769	6870	8069	9481	10086	11788	12792	13786
83	1276	2666	3867	4783	5770	6871	8070	9482	10087	11789	12793	13787
84	1277	2667	3868	4784	5771	6872	8071	9483	10088	11790	12794	13788
85	1278	2668	3869	4785	5772	6873	8072	9484	10089	11791	12795	13789
86	1279	2669	3870	4786	5773	6874	8073	9485	10090	11792	12796	13790
87	1280	2670	3871	4787	5774	6875	8074	9486	10091	11793	12797	13791
88	1281	2671	3872	4788	5775	6876	8075	9487	10092	11794	12798	13792
89	1282	2672	3873	4789	5776	6877	8076	9488	10093	11795	12799	13793
90	1283	2673	3874	4790	5777	6878	8077	9489	10094	11796	12800	13794
91	1284	2674	3875	4791	5778	6879	8078	9490	10095	11797	12801	13795
92	1285	2675	3876	4792	5779	6880	8079	9491	10096	11798	12802	13796
93	1286	2676	3877	4793	5780	6881	8080	9492	10097	11799	12803	13797
94	1287	2677	3878	4794	5781	6882	8081	9493	10098	11800	12804	13798
95	1288	2678	3879	4795	5782	6883	8082	9494	10099	11801	12805	13799
96	1289	2679	3880	4796	5783	6884	8083	9495	10100	11802	12806	13800
97	1290	2680	3881	4797	5784	6885	8084	9496	10101	11803	12807	13801
98	1291	2681	3882	4798	5785	6886	8085	9497	10102	11804	12808	13802
99	1292	2682	3883	4799	5786	6887	8086	9498	10103	11805	12809	13803
100	1293	2683	3884	4800	5787	6888	8087	9499	10104	11806	12810	13804
101	1294	2684	3885	4801	5788	6889	8088	9500	10105	11807	12811	13805
102	1295	2685	3886	4802	5789	6890	8089	9501	10106	11808	12812	13806
103	1296	2686	3887	4803	5790	6891	8090	9502	10107	11809	12813	13807
104	1297	2687	3888	4804	5791	6892	8091	9503	10108	11810	12814	13808
105	1298	2688	3889	4805	5792	6893	8092	9504	10109	11811	12815	13809
106	1299	2689	3890	4806	5793	6894	8093	9505	10110	11812	12816	13810
107	1300	2690	3891	4807	5794	6895	8094	9506	10111	11813	12817	13811
108	1301	2691	3892	4808	5795	6896	8095	9507	10112	11814	12818	13812
109	1302	2692	3893	4809	5796	6897	8096	9508	10113	11815	12819	13813
110	1303	2693	3894	4810	5797	6898	8097	9509	10114	11816	12820	13814
111	1304	2694	3895	4811	5798	6899	8098	9510	10115	11817	12821	13815
112	1305	2695	3896	4812	5799	6900	8099	9511	10116	11818	12822	13816
113	1306	2696	3897	4813	5800	6901	8100	9512	10117	11819	12823	13

## INTERNATIONAL COMPANIES AND FINANCE

# Committed to maintaining a legacy

James Buchan interviews Robert Mercer, chairman of Goodyear, at his Akron, Ohio, headquarters

MORE THAN a year has passed since Mr Robert Mercer, chairman of Goodyear, tangled with Sir James Goldsmith. But Mr Mercer, who runs the world's largest tyre company from a panelled office in Akron, Ohio, is still angry and does not care who knows it.

Like many small-town American businessmen, Mr Mercer, 64, wears a tie-pin that looks as if it might be a local club badge. Closer inspection shows it has a pair of tiny golden balls attached. The tie-pin has nothing to do with the Elks or the Lions. It has to do with Goldsmith - Goldenballs to his enemies - and it expresses all Mr Mercer's anger and his fears for the company he has served 41 years.

Mr Mercer bought out the Sir James and his supporters but at the cost of Goodyear going deeply into debt, selling most of its non-tyre businesses and cutting back investment in tyres. The battle, he says, compromised a five-year effort to restore Goodyear's competitive edge through lavish investment in tyre manufacturing processes and a management reorganisation. "We should have earned \$100m more last year instead of paying \$1m a day to 17 banks round the world," Mr Mercer says, fuming.

But as Goodyear struggles to reduce its \$3.5bn debt load and regain its poise, a new threat has appeared in the home market, where the company supplies 33 per cent of motor manufacturers'

tyres and 27 per cent of store-bought tyres. In just a few months, a string of weak domestic competitors has vanished. Well-capitalised foreign companies have grabbed their plants and distribution capacity in a scramble for share of the \$14bn US market.

Last year, General Tire was sold to Continental of West Germany for \$650m. Michelin, the world's second biggest tyre-maker, is increasing production at four US plants. Japan's Sumitomo is looking to expand from the two factories it bought from Dunlop. And Armstrong Tire has just been sold to Pirelli of Italy for \$190m.

Uniroyal and B.F. Goodrich have been forced to combine their operations. The joint company, which is miserably unprofitable on sales of \$2bn, is up for sale when and if it can be turned round. Wall Street is betting that Pirelli will buy that too. "I can't believe Armstrong really satisfies Pirelli's objective of becoming a major presence in the US," says Mr Don DeScenza of Nomura Securities.

Last month brought the biggest challenge yet to Goodyear since the company was caught napping by Michelin's radial tyres in the 1970s. On April 26, control of Firestone, a weak No. 2 in the US market and No. 6 in the world, passed in Bridgeport, Japan for \$2.5bn - the largest single investment overseas Japanese industry has ever made.

The Bridgestone/Firestone combination will be a much stronger competitor than Firestone alone, which under Mr John Nevin's eight-year tenancy as chairman shed nearly half its business. The new company starts off with five US manufacturing plants, a distribution system of 1,500 company-operated stores, over 20 per cent of the market and a readiness to invest capital. It will have an edge in selling to "transplanted" Japanese auto plants in the US, which supply over 5 per cent of the current US vehicle market and are expanding production space. "They're all part of Japan incorporated," says Mr Mercer.

Outside the US, Goodyear's 21 per cent of the world market is also under threat. For years, motor manufacturers have been invading one another's home markets and traditional relationships with tyre suppliers have all but broken down. "This industry is fully global," Mr Mercer says. "The left front wheel of a Toyota doesn't know which country it is in."

Goodyear, which has learned to keep one eye always on Michelin, must now contend with a combined Bridgestone and Firestone in the tough West European and Far Eastern markets. Though the Michelin Man adorns office dart boards all over the Goodyear empire, Mr Mercer frets about Bridgestone. "Bridgestone will be more difficult," he says. "It has staying power and tenacity and

the support of its government." Tyres have been a competitive business for a long time. Every year, tyres are better made and last longer and the overall US market has grown only 2 per cent a year since 1983.

In original-equipment tyres supplied direct to motor manufacturers, US tyre makers have lost out as Detroit has given up 30 per cent of the new vehicle market to imports. Because tyres are often too low-value and cumbersome to be worth shipping long distances, foreign tyre-makers have followed their motor manufacturers in setting up US-based plants. When Mr Nevin decided Firestone could not afford to upgrade a radial plant

near Nashville and sold it to Bridgestone in 1983, the alarms rang at Goodyear. "We knew then there would be a shake-out in the industry," Mr Mercer says. The original-equipment makers hardest hit have been the suppliers to General Motors, whose once commanding share of the vehicle market has fallen to 37 per cent. By a historical accident - the Du Pont family had stock in both companies - the chief supplier is Uniroyal, which still provides 33 per cent of GM's needs despite its ageing plants and heavy indebtedness. While GM's declining market share has hurt Uniroyal, the relationship has saved the company from failure and is the key attraction of

the Uniroyal Goodrich joint venture to a buyer.

But GM's troubles were forcefully brought home to its suppliers last month when it sacked Firestone, its No. 3 supplier after Uniroyal and Goodyear. "Current business conditions do not allow us to continue with five suppliers," GM says. It is an unexpected setback for Bridgestone and a boost for Goodyear. Best of all, it provides a valuable breathing space for Uniroyal Goodrich and its new management under Mr Charles Ames, a professional company doctor and McKinsey man.

In the larger replacement-tyre market, the competition has been even more ferocious. With the independent tyre dealers at one another's throats, and South Korean imports flooding in, prices have fallen steadily. A radial that sold for \$50 in 1983 could be had for \$32 a few weeks ago. Men such as Mr Frank O'Keefe, who carved a niche for Armstrong Tire in the farm market and in private-brand sales through Sears Roebuck, appear relieved to have got out.

Most people in the US industry think the competition can only get worse. "There's not going to be an increase in the overall tyre business, because any slight rise in vehicle production will be cancelled out by better tyre mileage," says Mr Lloyd Stoyer, editor of Modern Tire Dealer, the industry's main trade publication in Akron. "You've got these people with lots of money - Continental, Sumitomo and Bridgestone - and they are going to be making strong efforts to build market share. Pirelli may buy Uniroyal Goodrich. There's going to be a real battle."

But it is not a battle that Goodyear is bound to lose. "It's the people below us who will have the problem," says Mr Mercer. "They'll get nothing out of our hide." All over the industry, and on Wall Street, the company has passionate admirers and they tick off Goodyear's advantages: its sheer size, with \$6.6bn in tyre sales, its global presence with over 40 plants in 27 countries, and its strong reputation for quality. Bob Mercer, the son

of a Ford salesman and a sometime industrial hose salesman himself, knows how to sell tyres, they say.

Mr Mercer has spent a fortune upgrading the US tyre manufacturing plants, investing \$60m a year for five years. This investment may have hurt earnings and made the company vulnerable to raiders, but it has meant that Goodyear's plants at Lawton, Oklahoma, and Denver, Virginia are among the lowest-cost plants in the world.

A \$200m refitting has created a plant at Tyler, Texas which competes directly with South Korean private-brand tyres. As well as throwing money at the plants, Mr Mercer has pushed more responsibility for making tyres on to the factory floor so that disputes, breakdowns and scrap have become less frequent.

"Goodyear has always aimed to get manufacturing costs down so it can compete with anybody and it's got more resources and better distribution than anybody," says Nomura's Mr DeScenza. "It says marginally profitable producer cuts prices to get some volume. Goodyear will go down itself and take the industry with it."

The company remains haunted by its slow response to Michelin's radial tyres back in the 1970s, which helped allow the French company to build up its current 13 per cent of the US original equipment market. Last year, Goodyear spent \$270m on research and development in tyres, streets ahead of its rivals.

Overseas, Goodyear showed it could compete aggressively with Michelin in Europe and against the Japanese and South Korean makers in the Far East when the dollar-exchange rate was nowhere near as favourable as now. Goodyear is negotiating in Seoul to build a \$300m plant to serve Hyundai and the rest of the South Korean original equipment market - and, eventually, Japan. Plans for a technical and research centre in Japan, shelved because of the Goldsmith bid, are being re-examined again. "I think we can move into Japan in a much larger way," Mr Mercer says.

Above all, Bob Mercer has the will to stay on top. "John Nevin was hired to raise the share price and earnings per share at Firestone and promised \$5m if he could accomplish it," he says. "He succeeded, even if he took Firestone from No. 2 in the world to No. 6. I don't disparage him. He fulfilled his job description. My job description is to increase our leadership position. It is my legacy and I am committed to maintain it."



Robert Mercer: "I think we can move into Japan in a much larger way."



## BANCO HISPANO AMERICANO GETS IT TOGETHER

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## The quick march to diversification

David Goodhart talks to Dieter Spethmann, chairman of Thyssen

EVER SINCE the great German steel families of the late 19th century began to pursue less worldly affairs and handed over their companies in professional managers, the image of the average German steel boss has been of a draf, hard-working, bureaucratic. But the only grey thing about Dieter Spethmann, the current chairman of Thyssen, is his hair.

He is a handsome, busy, 62-year-old, with a twinkle in his eye and something of the look of a Willy Brandt. He also provides an eloquent explanation of what to many observers - at least those watching through Thatcher/Reagan built spectacles - looks like the puzzling complacency of the German business class.

He does not, of course, defend the infamous inflexibility of the West German labour market or the feeble underdevelopment of the country's service industries. However when questioned about the possible lack of dynamism in German industry, the failure to shift strength into the new information-based industries and the gloomy outlook for exports given the country's rising cost base - the journalistic advantages of riling an interviewee are immediately evident.

He starts off with Thyssen itself. Undynamic declining steel plant, is it? "Well, did you realise that when I took over this firm 15 years ago it was a pure steel company with sales of about DM 11bn. Today the sales are three times that and less than one third comes from steel."

This is not quite true. Although the recent diversification effort of the German steel producers is not widely appreciated in the rest of the world, steel and special steel actually accounted for only about 50 per cent of Thyssen sales even back in 1975. Today steel takes its place alongside capital goods and systems, and trade and services as one of the three legs of the business.

In any case, the new Thyssen is a large and successfully diversified steel company (1987 sales DM 33bn, current market capitalisation DM 4.3bn) or, as the new remarkably unsteady company slogan insists, a "multi-purpose producer of materials, components and systems"; it is not West German industry.

"No, of course not, but Germany is exporting about 25 per cent of GNP, which means well over half of industrial production, and if we can still manage that with the dollar at its current levels we must be doing something right."

The explanation for this continuing success comes in two parts. The first part is that Germany has established a comparative advantage not just in particular products and industries but in the very business of exporting itself.

Spethmann again quotes from the Thyssen experience. In 1978 as part of the quick march to diversification Thyssen acquired Budd, a US automotive components company, which after causing severe headaches in the early 1980s (and nearly toppling Spethmann himself) has now justified the high price paid for it.

"The average US businessman thinks 'but I'm not selling in Kansas why should I try to sell in Tokyo?', whereas in Germany we have had to export in which the raw materials we don't have and the habit has caught on. Budd, for example, did little exporting before we acquired it and now it is selling very profitably in Germany and Japan."

Spethmann, "you achieve better margins where there is limited competition. Where is that? In highly sophisticated products. And that does not mean so-called high-tech products like chips, it means systems. It means designer capital goods."

This is a familiar argument to explain the success of Germany's medium-sized, usually family-controlled, mechanical engineering companies. Spethmann implies that the giant former steel and engineering groups like Thyssen, Klockner and Krupp have been learning the trick too.

"To just take the example of something we are looking at now, the door of the average passenger car has a surprisingly high degree of welding work in it. We have worked out a way of drastically cutting that, through the application of laser technology, which could revolutionise the automotive industry around the world."

But how can industrial giants like Thyssen hope to compete against the nimble *Mittelstand* of family-owned companies? By imitating them. Or at least by applying the decentralist, profit-centre framework in the hope of recreating the psychological conditions of small companies.

Spethmann may have an over-optimistic view of West German prospects and base his arguments too narrowly on the experience of his own company, but he has a point in challenging the old distinction between high growth high-tech and low growth "engineering". "Chips are just commodity products, but there is not a single industrial process which is not accessible to revolutionary and highly profitable restructuring - that is my credo."

Another part of his credo is drawn from the currently unfashionable English Liberal peer Lord Beveridge. "I was a young student in Kiel in 1945 when British professors like Lord Beveridge brought us the idea of full employment in a free society."

However he is far less coherent when talking about tackling unemployment - and its relative success in pressing for shorter working hours - has benefited German industry, even at the expense of higher unemployment. "Our high cost base has forced us to develop productivity gains through new processes, which has kept us at the forefront of innovation."

In other words the new processes may cut out labour but their products are so successful in export markets that the country can afford to keep its unemployed more comfortably than almost any other nation on earth.

Things could, none the less, be better. Spethmann is a member of the Christian Democratic party, which dominates the conservative coalition CDU-supporting industrialists, he expresses an old combination of disappointment in the failure (to date) of the government to implement the business agenda, while also maintaining an underlying optimism in the health of the corporate sector.

Despite relatively little help from Bonn with either subsidies or pro-business legislation, Thyssen has weathered the 15-year storm of steel rationalisation better than most and still boasts the lowest production costs in the sector. Perhaps, therefore, it is unwittingly making the case for the Government's inaction.

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## JOBS

# Test of chiefs' words about their 'key asset'

BY MICHAEL DIXON

### HOW DEPARTMENTAL DIRECTORS' PECKING ORDERS DIFFER BETWEEN COUNTRIES

	United Kingdom	Austria	Belgium	France	West Germany	Greece	Italy	Netherlands	Portugal	Spain	Sweden	Switzerland
Average pay of chief executives*	£53,620	£75,200	£51,425	£60,982	£88,871	£21,292	£77,001	£51,894	£19,290	£56,078	£52,925	£102,825
Departmental directors ranked by their average pay as a percentage of chief executives*												
Marketing	67	60	60	60	64	67	64	60	60	60	60	60
Research	64	58	58	58	64	67	64	60	60	60	60	60
Sales	61	55	55	55	64	67	64	60	60	60	60	60
Finance	58	55	55	55	64	67	64	60	60	60	60	60
Admin.	57	55	55	55	64	67	64	60	60	60	60	60
Production	56	52	52	52	64	67	64	60	60	60	60	60
Personnel	51	50	50	50	64	67	64	60	60	60	60	60
Engineering	50	50	50	50	64	67	64	60	60	60	60	60
All depts.	58	55	55	55	64	67	64	60	60	60	60	60

\* In sterling at exchange rates prevailing at close of London markets on April 27.

WHETHER the professional gamblers have caught onto it, I don't know. But there would seem to be an increasingly safe way of making easy money. It is by taking bets that if you ask top managers a particular question, they will give you a particular answer.

The question is: "What is your organisation's most important asset?" To which it is estimated that about three in every five company chiefs these days will straightaway reply: "Our people".

To what extent they mean it, however, is open to doubt. For example, one long experienced observer of management who suspects there is rarely much heart behind the pronouncement is the American psychologist Robert Blake.

"It's so much the standard response of top executives in the States that you can bank on hearing it even from chiefs who came up through engineering," he told me. "They say 'Yes sir, our key resource is people... Now come and look at our new robot production line, it cost us a bomb'."

Accordingly, in Dr Blake's view, the wisest way of assessing senior managers' true attitudes in such matters is to judge not by their words, but by their deeds.

And on that criterion, the Jobs column is said to say that US chiefs' reluctance to put their money where their mouths are appears to be largely shared by their counterparts in Europe.

The evidence lies in the table above which is drawn from the same source as my list last week of the 12 nations heading the European top-management pay league. The source is the survey made at the start of this year by Executive Compensation Services, part of the international Wyatt consultancy group. Anyone who wants the full report, which covers 976 employing concerns in 17 countries, should contact Paul Curley of ECS at 18 Avenue Roger Vandendriessche (Box 3), 1150 Brussels, Belgium; telephone (02) 771 99 10, fax (02) 782 37 43.

Today's table takes another 12 of the countries and shows the "importance" their companies typically place on directors in charge of different specialisms. In line with Dr Blake's advice to

judge by deeds, not words, the measure of importance is cash. The various sets of departmental directors are ranked by their average total rewards received in money - salaries plus bonuses and so on - stated as a percentage of the average total money rewards of chief executives in the same country. The chiefs' rewards, printed above the departmental rankings, are in sterling at the London exchange rates when markets closed on April 27.

In view of the supreme regard top managements tend to profess for their human assets, let's focus on the positions in the rankings occupied by personnel directors.

Admittedly, the value which a company sets on its people need

not be the same as the value it sets on the head of its personnel department. (The difference was depicted by an American cartoon during the Vietnam war, which showed a pacifist-looking woman buttonholing a US General who was saying: "Of course we use anti-personnel bombs... But only against personnel; never against people.")

Even so, I feel sure there must be some significant connection between the two valuations. And, as the table shows, it is only in Austria and Portugal that the personnel directors come in the upper half of the importance league. By contrast, they are bottom of the heap in six of the countries, bottom-equal in another two, and next to bottom in two more - both of which

prefer them solely to engineers. Indeed, averaged across all dozen of the countries listed, the boardroom pecking-order is:

Marketing 65.4%  
Sales 65.1%  
Finance 63.3%  
Research 62.8%  
Production 61.7%  
Administration 61.3%  
Engineering 58.5%  
Personnel 56.9%

All of which implies a certain lesson for top executives who want to be taken seriously when they declare that their most important resource is people. Before making such declarations, in future, they should read, mark and inwardly digest Ecclesiastes 5:5: "Better is it that thou shouldst vow, than that thou shouldst vow and not pay."

### Consultants

AS IT happens, headhunter Garry Long is offering a couple of jobs which might suit company personnel heads who feel undervalued. The posts are based in London with the consultancy arms of big accountancy firms.

Since Mr Long may not name his clients, he promises to abide by requests not to be identified to the employer at this stage. The same goes for his colleague to be mentioned later.

Both jobs need demonstrable capability in the full range of "human resource management" activities such as organisation, design, pay, and management development. The distinction between the two posts lies in the additional requirements.

One calls for full knowledge of how personnel work can best contribute to profitability in the banking and finance sector. The other needs similar expertise in the retail sector.

Salary in both cases £30,000 to £50,000 depending on experience, with car among perks. Inquiries to Garry Long Associates, 66 Gloucester Place, London W1H 3HL; tel 01-935 3330, fax 01-935 4077. Charles Young at the same address is offering a London-based consultancy post for an information technology specialist who understands its applications in banking. Salary £25,000-£30,000, again plus car.

## Managers, UK Banking

### Corporate Banking in a Merchant Bank

To £40,000

This high profile quality institution provides innovative funding solutions to a large and diverse client base. The UK Corporate Banking Division offers a wide range of products including leveraged transactions, property financing and mortgage related deals. The Division works closely with other parts of the Bank specialising in corporate finance and development capital, buy-outs and equity placement.

To facilitate the further growth of this important group, the Bank seeks to recruit high calibre individuals to manage transactions and develop relationships. Bright, broad-minded and open to innovation, candidates should be excellent graduates with a minimum of 3-5 years in

an active banking role. Attractive experience will include significant client exposure and considerable evidence of successfully completed transactions.

The Bank expects Managers in this Division to take early responsibility for running all parts of a transaction. In return, the right candidates will be rewarded with a generous salary package and excellent career prospects within the highly regarded team.

For further details please contact the retained consultant **Mark Hartshorne** on 01-404 5751 or write enclosing a full curriculum vitae to **Michael Page City, 39-41 Parker Street, London WC2B 5LH.**



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Our client is a rapidly growing European subsidiary of a major international fund management group.

This key management role will operate very closely with the Managing Director and will have a broad remit encompassing the development of sophisticated internal control systems, product pricing and design and compliance. Its pro-active and commercial nature cannot be over emphasised as regulatory and fiscal change will directly impact on corporate strategy. This is reflected in a salary package which will include performance related incentive arrangements. Strong communication skills will also be necessary to maintain and develop external contacts.

The successful candidate will have both financial and legal skills, a successful track record within a financial service environment and could conceivably have an accountancy, legal or actuarial background. Just as importantly our client will be looking for evidence of energy, drive, creativity and the potential to develop as quickly as themselves.

For a confidential discussion telephone **WILLIE FINLAYSON**

or send a CV to him at **ASA INTERNATIONAL LTD, 63 GEORGE STREET EDINBURGH EH2 2JG. TEL. 031-226 6222.**

ASA International

## Compensation Consultancy

City

£30,000-£34,000

Our client is a leading international accountancy practice. This new appointment arises as a result of the increasing demand from clients to provide them with planning advice relating to all aspects of executive compensation.

As a member of a growing unit, you will enjoy client exposure at the highest level and be provided with ample opportunity to apply your knowledge and innovative talents.

You will probably be in your early 30s and either a lawyer or accountant. In any event, you will have a thorough understanding of the legal and taxation aspects of employment and ancillary matters applying at senior level both in the UK and overseas.

The considerable emphasis being placed upon this function and its future growth potential will provide an outstanding candidate with the appropriate career prospects, leading to a partnership.

The terms and conditions of employment will reflect the importance of this appointment and the comprehensive benefits package will include membership of a first class pension scheme, private medical insurance, PHI and a choice of executive level car.

To apply, please telephone or write in the strictest confidence to **Robin Rowe** quoting reference **RR 5109.**

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Telephone 01-499 7761

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Essential attributes for the person appointed will be:

- At least 5 years' experience in a related field acquired in a merchant bank/investment bank, or in accountancy, consulting firm or industrial enterprise.
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- Superior written and oral communications skills.

An attractive salary and expatriate benefits package will be paid to the successful candidate.

If you want to be considered for this position, please write - giving full career details and explaining how your experience matches the requirements stated - to:

Corporate Finance, P.O. Box 10351, Riyadh 11433, SAUDI ARABIA

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## Graduate into International Banking

The small and recently established banking subsidiary of the world's largest institutional investor, seeks graduates to develop and supplement existing operations. Their firm commitment to establish a permanent international presence in London opens the way for select, ambitious individuals to share in the steady and planned growth of the Company over the next few years.

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You may be a graduate this summer or you may already be a graduate with some experience. Certainly, you will wish to develop your powers of communication and business acumen. Your ambition, determination and thirst for knowledge will be met with appropriate challenges and the offer of increasing responsibility. You will be in a strong position to form the core resource in Corporate Finance and Bonds.

A competitive remuneration package is offered which includes a range of attractive benefits. To apply, please write enclosing full C.V. to **Caroline Humphreys** of Cripps, Sears & Partners Ltd., Personnel Management Consultants, International Buildings, 71 Kingsway, London WC2B 6ST. Telephone: 01-404 5701.

## Private Client Specialists

Age 25-40 £20,000-£40,000

Our client, a stockbroking subsidiary of a major bank, is planning to increase its strongly established private client operation. We have been retained to help them find a number of private client specialists. We would like to hear from candidates who have relevant experience. They should not only be able to demonstrate investment skills but also have the ability to discuss market trends with a wide range of clients. The appointment offers an exciting future in a dynamic environment supported by a strong management team. An attractive salary will be negotiated.

Please apply to: J. R. V. Courts, Career Plan Ltd, 33 John's Mews, London WC1N 2NS. Tel: 01-242 5775 or Anthony Jones on 01-348 3641 between 7.30-9.00 pm.

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## APPLIED ECONOMISTS FOR CONSULTANCY

Peat Marwick McLintock's team of economic consultants is growing rapidly and to meet demand, we need more applied economists of exceptional ability with a number of years experience in either the public or private sector.

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The successful candidates will be based in London, but some travel is likely, as are occasional periods of secondment with our clients.

Our benefits package is fully competitive and will in most cases include a car.

If you are resident in the UK, please send a c.v. with remuneration history, quoting ref. E/AP8 to: Vicky Pryce, Chief Economist.

**KPMG**

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Management Consultants

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Gerrard Vivian Gray is the stockbroking subsidiary of the independent Gerrard & National Group.

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We now require new and enthusiastic employees keen to support this growth in a range of areas. Our emphasis is on friendly, professional service and this is reflected in our working environment.

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London

We are seeking a professional able to combine marketing skills with managerial responsibilities in establishing a department to provide asset management to smaller portfolios. The successful candidate will have an investment management or marketing background, combined with an administrative expertise and will have an intimate knowledge of the unit trust industry. The initial task will be to establish a unit trust management service, and subsequently to develop further investment services. This is a high level appointment calling for enthusiasm and depth of experience.

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London

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Paris

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It is anticipated that this exciting role will be of particular interest to French nationals, aged 30-35, with a background

in corporate finance with a London bank or broker wishing to return to France or currently working in Paris. Alternatively, a German or Swiss national with fluent French and the necessary relevant experience would also be considered.

This is an exceptional opportunity for an ambitious and experienced individual to establish an excellent long term career in corporate finance in Europe. Success in this developing role will be amply rewarded with an attractive basic salary and highly lucrative stock options.

Interested candidates should contact either of our retained consultants, Lindsay Sugden A.C.A. on London 404 5751 at Michael Page City,

39-41 Parker Street, London WC2B 5LH, or Yves Boissonnat at Michael Page France, 10 Rue Jean Goujon, 75008 Paris.

Strictest confidentiality is assured.

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## Settlement Services MARKETING MANAGER

The International Stock Exchange is a leading force in the provision of trading, information and settlement services based on the latest computer and communications technology.

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This senior role requires a talented and experienced marketer, stimulated by an environment of change and skilled in leading and motivating others to achieve objectives within demanding timescales.

Knowledge of the financial markets is essential and experience of settlement services would be a distinct advantage.

A competitive remuneration package includes car and usual large company benefits.

For an initial discussion, please contact our Recruitment Consultant Paul Chambers on 01-379 5252 (today and office hours) or 01-472 1847 (evenings and weekends).

Alternatively write, enclosing CV to him quoting ref PC/1105/8 at: Greenfield Human Resources, Norman House, 105-109 Strand, London WC2R 0BZ.

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If you would like to progress your career within an organisation which has the products and global presence to be effective in the competitive private banking market, contact Susan Milford, Divisional Manager, Financial Appointments, quoting ref: CG1082.

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**Jonathan Wren**  
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In order to successfully fulfil all duties associated with this senior position, applicants should possess a minimum of three years management experience gained within the administration department of a leading sales aid/small ticket leasing company. They will clearly demonstrate a sound knowledge of credit assessment procedures, computer system enhancements, new business administration and credit control. The appointee will be totally responsible for the evaluation and implementation of a computer leasing system, the recruitment and training of departmental personnel and accept full control of all day to day administration functions.

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## Consultancy role

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The successful candidate will be a graduate, preferably with an MBA, a second European language and aged 25-35. Above average analytical, quantitative and interpersonal skills will be expected together with several years experience of the financial markets gained with a progressive bank. This challenging role offers an attractive remuneration package and outstanding career prospects.

In the first instance please contact Suzie Mummé at BBM Associates on 01-248 3653 (0932 220151 evenings/weekends) or send a CV to her at 60 Cheapside, London EC2V 6AX. All applications will be treated in the strictest confidence.



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Good oral and written communication skills are particularly important as you will be required to issue topical bulletins, respond to ad-hoc queries from independent advisers and individual clients, with some involvement in seminar preparation. Mathematical flair is also key as there will be a requirement for statistical analysis using a PC.

This is an excellent opportunity to contribute in a high demand area of investment activity with long-term career prospects as a member of our investment team.

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31 CITY OFFICE

## INVESTMENT EXECUTIVES

The City Office of 31, which looks after £500m of portfolio investments in 150 companies, is seeking to recruit additional investment executives to staff its expanding operations in London.

The majority of the City Office's activities are in the areas of listed and unlisted equity investment and medium term lending to the UK, including "mezzanine" transactions.

This involves setting up and monitoring loan and/or equity investment opportunities, including management buy-outs, in larger unquoted companies and listed PLC's. The job requires investment appraisal, negotiation and transaction management skills.

As an Investment Executive aged between 27-37, you should probably be a Chartered Accountant, an MBA or a commercially minded lawyer, but other disciplines may be relevant. Some experience in a financial institution or comparable environment would be desirable, but is not essential for an outstanding candidate at the younger end of the age range.

You are now looking for a demanding and rewarding job with interesting career prospects and exposure to a wide variety of investment proposals. You are willing to work closely with colleagues in a small team.

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Hazel Duffy talks to Sir Trevor Holdsworth who takes over as CBI president tomorrow

## Standard bearer for manufacturing

BETWEEN 1980, when Sir Trevor Holdsworth took over as chairman of GKN, and his retirement this month, the group's UK workforce shrank from 70,000 to less than 20,000 as a result of closures, sales and productivity drives.

Now, as he takes over tomorrow as president of the Confederation of British Industry, he compares the recent experience of the whole British economy with that of the manufacturing sector. "It is like a company that has had to be restructured. It has gone through this radicalisation, but now it has to change gear. It has gone through the break-even point and is making profits. Now it has to sustain them."

He has no new ideas about how this should be done. "It is really all about investment, in people, training, technology, research and development, and plant. Five years is a long time to hold on to what you have. We had a terrible reputation for old equipment. Not only that, we were proud of it."

This is the main message that the CBI has been propagating among its members for many years, with mixed results. Numerous reports continue to point to the little training, whether of managers or school leavers - and of people coming out of the education system quite unprepared for the requirements of business.

Sir Trevor agrees that industry should be concerned. He has an abiding interest in education. He did not go to university - he qualified as a chartered accountant in a Bradford practice - but he has picked up four honorary doctorates to date. His particular interest is in management education, where his initiation goes back to the first course at Ashridge College, Hertfordshire, which he attended in 1948 (he is now a trustee). He was chairman of the British Institute of Management in 1960-62.

He has put his interest into practice at GKN, although when asked whether his managers get enough training, he replies decisively: "Never. But we do run a lot of courses. It is not just thinking you can do it by taking people out on courses - and we

**'UK companies are probably more internationally minded now than German ones'**

Arnold, Newman, the great educationalists, were all about religion in education, preparing people for the life of the mind. As the Brookings Institution report said 10 years ago, our productivity malaise lies deep in our social system."

Researching into GKN's history, Sir Trevor was appalled to find that it was a chairman of Guest & Company who advised his board of directors that "chambers should be kept in a cage". In 1951, Guest & Company was the largest manufacturing company in the world with 10,000 employees. The base of the company was steel-making. Much later, in the 1960s, that base was torn away when the Government nationalised steel.

At that stage, Sir Trevor was managing one of the engineering divisions. "I forced us to look at what we wanted to be, to find something else to do." He was largely responsible for drawing up the new strategy, although it was not until he became chairman in 1980, following the unexpected resignation of his predecessor, Sir Barrie Heath, that he

had a free hand to implement it. "We had to get out of steel (the group still had considerable interests), internationalise - we were predominantly Commonwealth-oriented - build up automotive support, and develop non-manufacturing businesses. We chose distribution, which we did not do well at, but out of that emerged industrial services. A few years later, when the Heath government offered the steel companies back, GKN turned them down."

GKN has invested in the US, in Japan, in the European Community. The UK accounts today for only one third of group assets. In one automotive product - constant velocity joints - it is world leader.

GKN made pre-tax profits of £147m in 1987. But Sir Trevor bates the idea of companies being judged only on profit. "I don't mean that socially it is wrong, I mean that it is success in product, technology, service - and profit, comes with success."

Success was not too evident at GKN in the recession. But Sir Trevor does not side with those who accuse Mrs Thatcher of policies that were too hard on industry. "We needed that shock, that burst of freedom. Over the years, everybody had tried, including Wilson and Callaghan. It had not worked. I remember one calculation - I do not know its source - that around 10m people in the UK were underemployed in 1980."

Silvester, more competitive. British companies have invested heavily overseas again in the last few years. Sir Trevor thinks they are probably more internationally minded than German companies. Their focus has been very much on the US, he says, "but I think it will move increasingly to the EC as 1992 (the single European market) looms, and particularly across the German border."

He has worked hard to Europeanise British business. Some time back, he was a member of a group of chairmen from big companies in the EC, set up by Count de Boel, the Belgian steel magnate, which he believes did much to lay the foundations for 1992.

Another level, he has helped set up COMET, which co-ordinates trade associations representing the British engineering industry, to maintain liaison with other EC trade associations. "If 1992 works, perhaps we will see just one European trade association for each sector. The CBI might then become a regional association for industry."

In the meantime, he would like to see more investment in Europe. "British firms are really quite small. They need to be bigger. It is not a question of size as such but so as to be able to undertake long-term research and development and have the time to mature products."

He is not enthusiastic about mergers and takeovers which involve companies going off at tangents to the business they know. Mergers should be about people coming together in the same field, he says. But competition policy has been the barrier.

"If you knew something about the business you wanted to acquire, you were not allowed to acquire it. Only if you did not know anything about it could you buy it, and then you could become a conglomerate. The big conglomerations in America were all about avoiding competition policy. You could buy anything as long as you did not already have something in it."

Sir Trevor is a great fan of manufacturing industry. His industrial pedigree was one of the factors which led to his selection as CBI president, where some of the old guard are none too happy with the increasingly disparate membership.

"Manufacturing provides a far better quality of earnings. You have got tradable goods. If you are in steel, chemicals, you know when you are efficient because you have got competition all around you. You know your standards are right. We know that the Japanese are terribly efficient on services with their layer upon layer of distribution. But it does not matter, because it takes place inside the country. The route the Japanese went down was to be productive in those sectors where we were least productive - steel, motor cars, machine tools, consumer durables. A lot of things that went wrong with you now see happening in the US."

Sir Trevor would like to see more of an understanding between government - of whatever political colour - and industry in Britain, a point that he tried to make at the last CBI conference. He did not want to labour the point too much in case it looked as though he was arguing for a policy of industrial strategy, but his soft pedalling, let some delegates unhappy.

## UK economic policy

### Why we need to tax the market value of housing

By John Muellbauer

THE DIRECTION of UK tax reform is towards increasing neutrality. The logical next step on this road is to tax imputed rents on private housing by incorporating them in the income tax base. Imputed rents should be based on the market prices paid for dwellings, updated annually using information which the Inland Revenue already collects from almost 1m housing transactions a year as a by-product of the administration of stamp duty.

The economic case for such a reform in terms of improvements in economic efficiency, avoiding inflation and achieving some fairness is very powerful. In contrast to domestic rates, households with low cash income would pay little or no tax on imputed rents, the arbitrary element in rate valuations would be absent and arbitrary or even perverse variations in tax rates across different locations would be avoided.

There are seven main arguments in the economic case in favour of a national tax on imputed rents based on capital values which I shall now outline. The first is the spending power argument. Someone who owns a dwelling has a greater real spending power than a renter with the same employment and investment income because the owner occupies does not pay rent. Similarly, centrally located owner-occupiers have lower travel costs and so greater real spending power than those less favourably located.

The second is the "betterment" or service charge argument. A large element of property values derives ultimately from public expenditure, whether it is the building of the M25 or the provision of good schools, or from public legislation.

The most important example of the latter is our system of planning controls. As well as providing general public goods of environmental and aesthetic quality, it enhances the property value of those who by fortune of position, already obtain disproportionate direct benefits from such legislation.

The third is the congestion tax argument. The proposed tax would bear particularly heavily in locations where the pressures generated by high business activity are greatest. The property market is an informative and sensitive indicator of economic

pressure and offers an efficient means, through taxes, of generating sensible incentives for location decisions. The proposed tax would do much to compensate for the North-South divide - and reduce the need for specific subsidies and other interventions in the deprived areas. The Government has implicitly recognised the importance of this argument by going for a uniform national business rate.

Fourth is the argument that a tax on annually updated imputed rents is a kind of inflation tax. It is a basic fact of labour markets that an increase in labour demand generates more upward wage pressure than the downward pressure from a decrease of the same size. Labour demand in the south east has undoubtedly increased relative to that in the rest of the economy in the 1980s. A result has been national wage inflation greater than would have been experienced if labour demand had been less regionally biased. One way of reducing this source of inflationary pressure would be to tax employment where it has been growing most rapidly and subsidise it where it has been falling most. But a national tax on annually updated imputed rents of dwellings achieves much the same effect more simply since regional property market values are fuelled by regional employment and wages growth.

My own research has brought to light an even more important involvement of house prices in generating wage inflation. This appears to work partly through the cost of living and partly through the mobility restraints that come from widening regional differences in house prices relative to earnings. House price to earnings ratios and their regional differences have been fuelled, given the tax biases in favour of owner-occupation, by the ending of overall mortgage credit rationing in 1981 and by financial liberalisation.

Fifth is another reason why a national tax on annually updated imputed rents is a kind of inflation tax. In the high inflation years between 1967 and 1982, owner occupied housing had by far the highest after-tax real return of the major asset types, including UK equities. Taxing annually updated imputed rents has two effects. First, it raises

taxes and so reduces household demands and liquidity at the very time these are contributing to inflationary pressure. (It also has an automatic stabilising effect on the economy in the opposite direction at times of recession.) Second, it reduces the incentives on decision takers, whether trade unionists, businessmen, civil servants or politicians, to take inflationary risks because it reduces the degree to which they personally stand to gain from or at least insure themselves against inflation.

The sixth argument concerns tax neutrality for businesses. Taxing imputed rents avoids distorting the investment decisions of entrepreneurs. With the tax, they are more likely to re-invest profits in their enterprise or in other businesses rather than to divert them into owner-occupied housing.

The final argument concerns tax neutrality for households. A national imputed rent tax would create an incentive for households, especially in the pressure areas where house prices are highest, to switch expenditure out of owner-occupied housing into other things. This would release accommodation for the rented sector and bring down house prices and so market rents relative to earnings, especially in the areas of pressure. The Government would then have much better chance of fulfilling its pledge to revitalise the market in rented accommodation, thereby improving labour mobility.

It can be argued that the last five arguments equally well support the reintroduction of capital gains tax on housing. While there is some truth in this, the main drawback of capital gains tax is its incentives against mobility.

The reform I have outlined is likely to prove an even more important step towards an economically efficient and non-distortive tax system than the reforms in the 1980 Budget. The time to thus broaden the tax base is when domestic rates are phased out, which minimises change for the majority of tax payers. Finally, if the Poll Tax is not, in the end, adopted, this broadened income tax base would be a superior basis for a local income tax.

The author is Official Fellow in Applied Economics, Nuffield College, Oxford.

## Equality is a balancing act

From Mr W.W. Wood.  
Sir, "Sex, the law and economics" (May 6) questions "whether more than a minimal amendment of the equal pay law is necessary" following the Law Lords' ruling in the Julie Hayward case. The answer is a resounding yes.

Since the 1988 Amendment to the Equal Pay Act and many others have been calling attention to the illogicalities and impractical requirements of the existing law. Three years ago we were castigated for suggesting that the amended act was a "timebomb" which could directly raise costs in some organisations by 10 per cent over and above any costs of removing discrimination of the grounds of sex. Time is running out.

You highlight the conflict between the law and common sense in defining "equal pay". But you also state that "market economists may say it is impossible, but those on this ground seem to have little difficulty agreeing what in practice constitutes 'work of equal value'". Sadly, this is far from being the case.

The law requires "value" to be largely determined by what the employer expects to be "job", not that it is in fact the right balance between these that employer, employee and now the law can reach very different conclusions. I urge you to press for a full review of the Act.

W.W. Wood,  
24 Personal Services,  
Park House,  
60a Edgware Road, NW2

## Letters to the Editor

### Companies are part of Community

From Sir Hector Laing, Chairman, Business in the Community.  
Sir, in "Lyons should hunt Gazelles" (May 6) Michael Prowse suggested that "chairmen should stay in their board rooms and worry about their companies' performance" and not become involved in helping local communities to help themselves. If we want to live in a jungle that may be good advice.

Today's industrialists are following in the footsteps of their forebears who helped to build much of what was excellent in our cities in the 19th century. While business leaders may not nowadays live in city centres as their forebears did, they continue to recruit, train, employ and sell their products there, and so it is in the best interests of their companies and their shareholders in partnership with Government, local government and local people to ensure that these communities are as secure and prosperous as possible.

If we want to leave a legacy to

our children and grand-children of which we and we can be proud - and I am sure we all do - then more UK companies should become involved, and the level of giving should be at least 1 per cent of UK pre-tax profits. Of course bottom line is important, but history will show bottom line without at least 1 per cent to the Community to have been very short-sighted.

But we need much more than just corporate giving. The challenge is equally about how well we apply our business skills and leadership to the task, and how we can create new opportunities in our inner cities through investment, through training and through purchasing. In other words, through our mainstream business. This is why more than 800 of the most successful companies in the UK are active members of Business in the Community.

Hector Laing,  
Business in the Community,  
227a City Road, EC1

### Television and Gibraltar

From Mr G.P. Ledebor.  
Sir, I wonder how many right-thinking people would agree with Christopher Dinkley's volatile lambasting of the Government (May 4) for requesting that a grossly slanted piece of television

like the Thames Television feature on Gibraltar should not have been shown?  
G.P. Ledebor,  
Pinewood,  
Framewood Road,  
Pulmer, Buckinghamshire

## Cheaper to sell insurance direct

From Mr A. Duval.  
Sir, in his letter about the forthcoming requirement to disclose life assurance commissions (April 29), Mr Proudford says: "The fact is that it is cheaper to run a life office selling through independent intermediaries rather than any other route."

This is simply not true. There are some life offices selling through tied agents which incur higher expenses than the offices selling through independent intermediaries, but an examination of the inter-office expense comparisons made each year under the auspices of the Association of British Insurers, and referred to in last February's interim report from Peat Marwick McLintock, commissioned by the Securities & Investments Board (SIB), shows that the life assurance companies which consistently show the lowest level of expense - materially lower than companies selling through independent intermediaries - are companies which sell direct to the public.

It is a matter of opinion whether independent intermediaries give better advice than insurance company representatives. In my opinion it is highly doubtful. What is undeniable is that selling life assurance through independent intermediaries is an inefficient and expensive method of distribution.

A. Duval,  
Hillcrest,  
Puddock Lane,  
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Stockport, Cheshire

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## SECTION II - COMPANIES AND MARKETS

# FINANCIAL TIMES

Wednesday May 11 1988

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WARNING AGAINST ERECTING BARRIERS TO FOREIGN INVESTMENT IN BRITAIN

## UK resists Rowntree inquiry call

BY PETER RIDDELL AND DAVID WALLER IN LONDON

THE UK Government yesterday gave a cool response to widespread calls for Parliament to launch an inquiry into the £2.1bn (£2.8bn) bid by Nestlé, the Swiss food group, for Rowntree, the York-based chocolate company, should be referred to the Monopolies and Mergers Commission.

Mr Kenneth Clarke, the Industry Minister, said the Government was awaiting a report from the Office of Fair Trading - the UK trade watchdog - but in reply to repeated questions, he dismissed most of the arguments made by MPs from both sides favouring a reference to the MMC. He warned against erecting barriers against foreign investment in Britain.

His remarks followed a Department of Trade and Industry announcement that the 17.7 per

cent holding in the other main British owned chocolate group, Cadbury Schweppes, which has been built up by General Cinema of the US would not be referred.

Cadbury said later it had had no notification of the investigation and had not been invited to put its case.

The possibility of a deal involving both Rowntree and Cadbury has been raised following a speech yesterday by Mr John MacGregor, the Minister of Agriculture, whose department is responsible for the food industry. Without naming either company he said UK competition policy would take increasing account of the wider European community scene.

"In many markets, particularly for goods which can be traded easily across national frontiers, a

merger may create a situation in which there are only one or two major UK suppliers which have a very high share of the UK market and yet which do not pose a serious threat to competition because of the potential competition from imports. This is fully recognised."

If there was "effective competition with products from the rest of Europe it does not matter if there is only one UK supplier because that supplier does face effective competition."

This follows a call last week by Sir Adrian Cadbury, the chairman of the food and drinks group, for a redefinition of the market for competition purposes to take account of the single European market of 1992.

While these remarks appeared to be a broad hint that Cadbury

was contemplating a defensive merger with Rowntree, Mr David Nash, Cadbury's finance director, has persistently refused to comment on whether meetings between both parties have taken place. Last night, he declined to comment on the implications of Mr MacGregor's speech. Cadbury shares jumped 18p to close at 386p yesterday.

Most MPs supported Rowntree and several urged that the decision should be speeded up to end uncertainty.

MPs took Mr Clarke's remarks as a strong indication that the Rowntree bid would not be referred. However, Rowntree's shares gained only 2p to 905p yesterday, 4½p above the value of Nestlé's offer if dividends are taken into account.

## Lebow to offer rescue plan for Allegheny

By Our Financial Staff

MR BENNETT S. LEBOW, the US entrepreneur, yesterday emerged with a rescue plan for Allegheny International, the US consumer products concern which in February filed for protection from creditors under Chapter 11 of the US Bankruptcy Code.

Mr Lebow, chairman of Lebow Industries, said he agreed to work with the "official committee of equity security holders of Allegheny International to formulate and provide cash funding for a plan of reorganisation in which Lebow would gain control of Allegheny."

Allegheny filed under Chapter 11 after the combination of management problems, a corporate perk scandal and the debts from the 1981 purchase of household appliance maker, Sunbeam, sent the company into decline in the mid-1980s.

No details were available about Mr Lebow's intentions, but he said that any plan submitted by him would include the receipt by Allegheny's shareholders of value in excess of the current share price, (\$8½ at Monday's close).

Mr Lebow added that Spear, Leeds & Kellogg, a US investment bank which is a member of the equity committee, had granted an option on some of its Allegheny shares to an entity controlled by Lebow as an inducement to proceed with his proposal.

Last week, Allegheny's board urged its shareholders to oppose Spear, Leeds & Kellogg's attempt to gain control of the board at the annual meeting on May 20.

Spear, Leeds is leading a group of dissident preferred shareholders in a bid to gain seven of the board's 13 seats.

Mr Lebow said any plan would need approval by Allegheny's board, shareholders, creditors and the court.

Stephen Fidler on developments at Credit Suisse First Boston

## A time to redivide the spoils

CHANGE IS in the air at Credit Suisse First Boston, the dominant force in the London-based international securities market for much of the decade.

More respected than loved by its competitors, CSFB has built a formidable reputation since it was created 10 years ago as a joint venture between First Boston, the New York-based investment house, and Credit Suisse, the Swiss universal bank.

Credit Suisse owns 60 per cent, and First Boston 40 per cent of CSFB. Complicating their relationship is CSFB's 40 per cent stake in First Boston, the other 60 per cent of which is held by employees and the public.

In the 1980s, CSFB was the top lead manager of Eurobonds year after year, until it was toppled last year from that position by Nomura Securities, the Japanese firm. More significantly perhaps, it has built a reputation for catching on to new products quicker than its competitors. With an apparent extraordinary ability to place securities with investors, CSFB has, in a business where many found it hard to make money, made a lot of money.

Much of the credit for the growth of the firm is laid at the door of Mr Hans-Jörg Rudloff, a 47-year-old German who is now general manager of Credit Suisse in Zurich and deputy chairman of CSFB.



Hans-Jörg Rudloff, seen as a dealmaker extraordinaire

He is regarded as an extraordinary dealmaker, and a man who instils a combination of loyalty and fear into those who work for him. Tireless and with an apparent love for the intrigue that is part and parcel of the Eurobond market, Mr Rudloff's reputation has, at least in the securities markets, overshadowed that of Mr Jack Hennessy, CSFB chairman.

When the stock markets were booming, for example, CSFB led the way in bringing a spate of highly profitable convertible Eurobonds. It pioneered the so-called Euroequity market - the placing of shares among international investors. As first in these markets, CSFB reaped the benefits before

other firms jumped on the bandwagon.

Yet, its prime position was not enough to insulate it from the problems of 1987. There was clearly overcapacity in the Eurobond market, with commissions being beaten down to levels which made it barely profitable to launch bonds.

Weakness in the bond and floating rate note markets in the early part of 1987 was followed by the worldwide crash of equity markets in October. This halted almost entirely CSFB's profitable business in convertibles and Euroequity.

Since then, CSFB has given the impression of being an organisation wondering what is going to be its next move. Like many of its counterparts, it has reduced staffing levels in London, although insiders say by nowhere near as many people as suggested by rumours, which put the jobs losses at close to 300.

As CSFB reported a drop in earnings for 1987, stories began to emerge of a growing dissatisfaction about its relationship with First Boston. CSFB, responsible for international business, was providing more business to First Boston than was being returned. With First Boston weakened by defections and dissent in the ranks, it seems as if the European side of the partnership felt it was time to act to redivide the spoils.

## Earnings fall to \$23.9m at The Limited

BY JAMES BUCHAN IN NEW YORK

THE LIMITED, the Columbus, Ohio store group which revolutionised the mass selling of women's clothes in the US, saw its earnings halve in the first quarter of this year because of a slowdown in womenswear retailing.

The company, which was one of the fastest-growing US specialty retailers in the first half of the 1980s, said earnings fell to \$23.9m or 13 cents a share in the first quarter of this year from

\$45.5m or 24 cents. Sales, which have grown at more than 25 per cent a year since 1980, rose only 1 per cent in the first quarter to \$811.1m.

Wall Street and the New York clothes trade remain perplexed by the collapse in demand for women's wear since the middle of last year.

Some analysts blame the lack of a clear fashion trend. But Ms Michelle Davis, an analyst at Oppenheimer on Wall Street,

said: "Women don't need to buy clothes. There's been excessive spending on women's apparel in the past five years and we may have to adjust to lower levels."

Mr Leslie Wexner, who created The Limited from a single family store in Columbus, said yesterday that the company had been expecting slow business in the first quarter of this year. "We positioned the business in anticipation of slower traffic, consumer uncertainty and changing fashion trends."

## Amstrad to launch new video model

By David Thomas in London

AMSTRAD, the UK personal computer and word processor group, yesterday launched a new video camera model which undercuts the price of most existing British ranges.

The company also announced an extensive re-organisation made possible by its acquisition of the brand name Fidelity. The exit from manufacturing of Fidelity, the last British-owned television maker, was disclosed last week.

All Amstrad's audio and video products, including those sold in continental Europe, will now be handled by a new leisure division and carry the Fidelity name, for which Amstrad paid Caparo Industries \$2.1m (£2.5m) in cash.

Amstrad's camcorder, which will go on sale in September, will cost \$499 including VAT. In a recent survey, BIS Mackintosh, the market research organisation, found no major camcorder selling for less than \$599.

## US computer companies split by AT&T plan to develop Unix

BY LOUISE KEHOE IN SAN FRANCISCO

A COMPUTER industry row is brewing over the future of Unix, a widely-used computer operating system originally developed by AT&T, the US telecommunications group.

Several leading US computer manufacturers, including IBM, Digital Equipment and Hewlett-Packard, are involved in discussions about their common dissatisfaction with AT&T's plan to develop a "unified" version of Unix as part of a joint development with Sun Microsystems.

The companies have yet to reach a consensus on any action, but are thought to be considering the formation of an industry standards group that could develop its own "rebel" version of Unix.

With Sun, AT&T's aim is to develop a common form of Unix that would iron out the differences between several versions of the operating system now in use. AT&T hopes to see the new version adopted as an industry-wide

standard, enabling computers from several manufacturers to communicate openly and run the same software programs.

The AT&T-Sun alliance has, however, sparked protests from several leading computer companies that have adopted Unix. Hewlett-Packard, one of the most vocal opponents of the arrangement and a leading supplier of Unix computers, claims that Sun, as the principal contributor to the development of the new version of Unix, will gain a competitive advantage.

"We should not be forced to accept what appears to be an AT&T and Sun-dictated version of Unix," said HP yesterday. The alliance gives Sun a six- to 12-month lead over other Unix users, HP calculates.

Public and private assurances offered by AT&T over the past few months that Unix will remain an "open" system and that all licensees will have equal

access to the new version of Unix have done little to quell industry fears.

Discussions between AT&T and the "Unix rebels" are continuing and there is some hope that AT&T will acquiesce to their demands for an input into the development of the new unified Unix. To date, however, AT&T has declined all such requests.

Analysts said that any plan to develop a "rebel" version of Unix would have serious consequences for the computer industry. Some questioned the motives of IBM and Digital, both of which have strong bases of proprietary computer operating systems.

Digital has reached a technology exchange agreement with Compaq Computer under which the two computer manufacturers will exchange product specifications to ensure that Compaq's personal computers can communicate with Digital minicomputers.

This announcement appears as a matter of record only

April 1988



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## INTERNATIONAL COMPANIES AND FINANCE

## PAN-HOLDING

SOCIETE ANONYME  
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Notice of Annual General Meeting and Extraordinary General Meeting

The Annual General Meeting and an Extraordinary General Meeting of Shareholders of Pan-Holding S.A. will be held at its registered office at 10, Boulevard Roosevelt, Luxembourg, from 3 p.m. onwards, on May 30, 1988, for the purpose of considering and voting upon following matters:

## Annual General Meeting

1. Acceptance of the directors' and commissaires' reports and approval of the financial statements for the year ended December 31, 1987.
2. Appropriation of the profits, declaration of a dividend and fixing of its date of payment.
3. Discharge of the directors and of the commissaires for all actions taken during the year 1987.
4. Statutory nominations.
5. Determination of the directors' compensation for the year 1987.
6. Determination of the commissaires' compensation for the year 1987.

## Extraordinary General Meeting

1. Cancellation of the 35,000 shares which the company has purchased and withdrawal of the amount needed from the "Contingency Reserve".
2. Reduction of the "Capital" by US\$ 4,250,000, from US\$ 35,000,000 to US\$ 30,750,000. Transfer of US\$ 4,250,000 from the "Capital" account to the "Share Premium" reserve.
3. Increase of the "Capital" by US\$ 30,750,000, from US\$ 61,500,000, by withdrawing US\$ 6,915,000 from the "Share Premium" reserve and US\$ 23,835,000 from the "Contingency Reserve", without issuing new shares.
4. Increase of the nominal value of each share from US\$ 30. to US\$ 100.
5. Ascertainment of the implementation of the reduction and increase of the "Capital".
6. Amendment of article 5 of the articles of incorporation to reflect the new registered capital.
7. Raising of the "Legal Reserve" from US\$ 3,500,000 to US\$ 6,150,000, by withdrawing US\$ 2,650,000 from the "Contingency Reserve".
8. Amendment of articles 10, 21, 28, 31 and 37, to bring them in line with recent amendments to the Luxembourg Company law.
9. Confering to the Board of Directors all powers to give effect to the resolutions to be taken on the items included on the foregoing agenda.

Resolutions on items 1, 2, 3 and 5 of the agenda of the Extraordinary General Meeting may be passed with a quorum of 50 per cent of the registered capital shares, by a majority of two-thirds of the votes cast thereon at the meeting. Resolutions on items 4 and 6 of the agenda of the Extraordinary General Meeting may be passed with the statutory minimum quorum of 25 per cent, by a simple majority of the votes cast thereon at the meeting. Shareholders are advised that the reports of the Board of Directors and the text of the resolutions proposed to both meetings are available for inspection at the registered office of the company and at the paying agents' offices.

The Issued Shares may be deposited with any banking or financial institution agreed by the company. Depositary Certificates must be received by the company at Boite Postale No. 408, L-2014 Luxembourg, prior to May 25, 1988. No Depositary Certificate is required with respect to registered shares.

The Board of Directors

## Henkel sees a further expansion in earnings

By Our Financial Staff

HENKEL, THE West German speciality chemicals and detergents group, expects profits to continue to expand this year following an increase from DM228m to DM282m (\$174.8m) after tax for 1987.

Group earnings in 1988 would grow at a rate in excess of the upturn in sales, which were to rise by between 6 per cent and 9 per cent, Mr Helmut Sihler, managing board chairman said.

He declined to give a specific profit forecast but said that sales for the first four months had improved by about 13 per cent to DM3.3bn. Total 1987 turnover was DM9.3bn, up from DM8.7bn.

Henkel was still on the lookout for acquisitions after buying companies in the US, France and Britain last year, but declined to give details. Mr Sihler said the group still planned to expand its cosmetics side but had not uncovered any suitable candidates so far.

On Lesieur-Cotelle, the French washing liquids and detergents joint venture planned with Colgate-Palmolive of the US, Mr Sihler confirmed that the venture would not go ahead.

He said the French authorities would not allow the two companies to own half each of Cotelle since they already had a joint share of almost 80 per cent of the French household detergents market.

Henkel would take over Cotelle's household cleaning and washing-up products, while Colgate would get its detergent and bleaching range. Henkel would get about DM180m a year in turnover from Cotelle.

Under the agreement to break up the planned venture, Colgate would get two of Cotelle's three production plants and Henkel the remaining one. The future of Cotelle's research centre was still not decided, Henkel said.

## BASF makes good start with sales and profit rise

By Andrew Fisher in Ludwigshafen

BASF, the West German chemical concern, has made a vigorous start to 1988 with group sales and pre-tax profits both showing gains of 7.5 per cent in the first quarter, Mr Hans Albers, the chairman, said.

Whilst unwilling at this stage to forecast the result for the full year, he said the order position up to the summer was favourable. He hoped the 1988 result would "connect smoothly" with that of last year, which benefited from an upturn in the second six months.

BASF has already announced 1987 group sales of DM40.2bn (\$24bn), down by 0.6 per cent, and pre-tax profits of DM2.6bn, a decline of 1.5 per cent. At the net level, however, there was a 13.5 per cent jump to DM1.65bn, the result of a lower tax charge. The dividend is being held at DM10.

"The strong performance in the first three months of 1988 stemmed mainly from higher volume sales, with superior growth rates achieved abroad rather than at home. Group pre-tax profits in the January-March period totalled DM720m (DM670m) on turnover of DM10.5bn (DM9.8bn). There are no signs of business falling off," the group said.

BASF, which said its chemi-



Hans Albers: "no signs of business falling off"

cal, plastics, dyestuffs and finishing products had experienced especially favourable demand, is the second of the big three German chemical groups to report a sharply improved first quarter. Last week, Hoechst said its pre-tax profits were 12 per cent higher. Bayer will report later this week.

Mr Albers said that in some sectors, BASF's only problem was capacity bottlenecks. In its two main German problem areas, the Wintershall energy subsidiary and the Kali und Salz potash and fertiliser operation, restructuring efforts were having an effect. Wintershall lost DM14m before tax last year and Kali und Salz DM47m.

Describing BASF's strengthening financial position, despite the large acquisitions of recent years, Mr Ronald Schmitz, finance director, said its net cash position amounted to DM2.6bn at the end of 1987, with borrowings of DM2.4bn (a 20 per cent fall on the year) compared with liquidity of almost DM5bn (a rise of 20 per cent).

In the US, sales of BASF Corporation last year were 14 per cent higher at \$4.3bn, with net income up by 19 per cent to \$131m. But when translated into the higher D-Mark, US sales were 6 per cent lower, Mr Schmitz said.

Total sales last year would have been DM2.5bn more if the German currency had not strengthened. Two-thirds of BASF's sales are outside Germany, with about half of its foreign business stemming from products manufactured abroad.

## De Benedetti secures publishing concern

By Alan Friedman in Milan

A COALITION of shareholders led by Mr Carlo De Benedetti yesterday secured control of Arnaldo Mondadori Editore, one of Italy's biggest publishing and media concerns. The victory came at Mondadori's annual shareholders' meeting in Milan.

The outcome, which gives the Italian entrepreneur and his allies 12 seats on the 13-member Mondadori board of directors, comes after a bitter war of words that has seen the Mondadori family sharply divided and Mr De Benedetti attacked repeatedly by Mr Leonardo Mondadori, grandson of the founder.

The struggle has been open since Mr Mario Formenton, chairman of Mondadori, died 14 months ago. Since then Mr Formenton's widow, Cristina Mondadori, has given her support to Mr De Benedetti. Mrs Mondadori, who is also a shareholder, has given her support to Mr De Benedetti. Mrs Mondadori, who is also a shareholder, has given her support to Mr De Benedetti.

The losing side, apart from Mr Leonardo Mondadori, includes Mr Silvio Berlusconi, the private

television entrepreneur. Among Mr De Benedetti's allies are Mr Leopoldo Pirelli of tyre fame and Mr Jody Vender, a leading Milan investment banker.

Mondadori owns 50 per cent of La Repubblica, the popular Rome newspaper. The Mondadori group last year made a L101.5bn (\$80.8m) net profit on L1,351.7bn of turnover.

The Mondadori victory, which may yet be challenged in the courts by Mr Leonardo Mondadori, comes less than a fortnight after Mr De Benedetti and another coalition of shareholders won control of Credito Romagnolo, Italy's second biggest private bank.

Yesterday's events also imply a certain symmetry between Mr De Benedetti and Mr Gianni Agnelli, the Fiat chairman who is his traditional rival. Both the De Benedetti and Agnelli groups now own indirect, but influential, stakes in Italy's two biggest publishers. Fiat owns a key stake in Gemina, a financial vehicle that controls Rizzoli, as well as indirect but influential stakes in private banking. Gemina is also a prominent shareholder in Nuovo Banco Ambrosiano.

## Finsider in liquidation

By Our Financial Staff

FINSIDER, the Italian state-owned steel company, was put into voluntary liquidation yesterday as part of a complex restructuring aimed at rescuing the troubled state steel sector.

Finsider, which is 99.6 per cent owned by IRI, the state holding company, was placed under management of five liquidators, who will supervise the sale of assets and the repayment of debts to creditors.

The company's borrowings exceed L10,000bn (\$2bn). For 1987 Finsider's turnover totalled L11,000bn.

Following government approval of the plan, several of Finsider's profitable units will be transferred to a new company, Ilva. Loss-makers will either be closed or sold.

The voluntary liquidation is the first step in what is seen as a highly controversial process. The unions are strongly opposed to the rescue package, which calls for 25,000 job cuts.

At the same time, the European Commission has started an investigation to determine whether the restructuring violates EC subsidy rules.

## Resignation at Preussag

By David Goodhart in Bonn

PREUSSAG, the struggling West German metals group, yesterday announced the resignation of Mr Gunther Sassmannshausen, its chief executive, after revealing that it was holding its dividend for the second year running.

No explanation for the departure of Mr Sassmannshausen was given, but it is thought he will be replaced by Mr Erwin Muller, the finance director, who is expected to be confirmed in office at the next supervisory board meeting on June 30.

Meanwhile, Preussag sounded a slightly more optimistic note in delivering its 1987 results. Group net profit increased from DM79m to DM102m (\$61m), although the parent company merely broke even compared with a profit of DM0.9m in the previous year.

Mr Sassmannshausen, aged 57, had more than four years of his contract to run.

## Skandia still hopes for controlling stake in Vesta

By Sara Webb in Stockholm

SKANDIA, the leading Swedish insurance group which is trying to secure a controlling stake in Vesta, the second largest Norwegian insurance company, said yesterday that it would not give up hope of acquiring a shareholding despite moves by the Norwegian authorities to block the deal.

Skandia announced in March that it had agreed to buy 25 per cent of Vesta for Nkr478m and that Vesta would issue a convertible bond allowing Skandia to increase its shareholding to 50 per cent within two years.

The Nkr1.1bn (\$178.8m) deal was part of a wider plan by Skandia and Skandia International, its international reinsurance group, to create a Nordic insurance group so that it is better equipped to meet competition from other insurance companies after the formation of the EC internal market.

However, the Norwegian parliamentary finance committee has since recommended that foreign ownership of Norwegian insurance companies should be

reduced from 20 per cent to 15 per cent, which would effectively stop the deal.

Mr Bjørn Wolrath, managing director of Skandia, said he still hoped that the Norwegian Government would give Skandia "special permission" to pursue its goal.

A foreign investor may own more than 50 per cent of a small Norwegian company, Mr Wolrath said, and Skandia would now approach the Norwegian Finance Ministry to see whether it could obtain permission to buy over 50 per cent of Vesta in a single deal rather than in two stages as originally proposed.

If the deal does not go ahead, Vesta may have to raise about Nkr500m in capital through a new share and convertible bond issue. This is subject to approval at an extraordinary shareholders meeting to be held soon.

The company has shown a poor earnings performance in recent years with an operating loss (before provisions) of Nkr172.5m in 1987.

## Dutch insurer in talks about joint ventures

By Our Financial Staff

STAD ROTTERDAM, the Dutch insurance group, is discussing the formation of joint ventures with other European financial institutions.

Mr Luck van Leeuwen, board chairman, said yesterday: "In principle we are interested in takeovers and we have approached other companies in the field of financial services."

Stad is talking to one Belgian and one West German company about life insurance ventures. He declined to give further details on the talks, but added: "In six months from now, we will let you know more."

Mr Van Leeuwen said the companies involved were similar to the Dutch insurer in terms of market share, premium income and balance total.

Last year, Stad Rotterdam's balance sheet totalled Ft 6bn (\$1.9bn) while premium income in 1987 rose by 10 per cent to Ft 1.2bn. Net profits for the year totalled Ft 56m.

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## INTERNATIONAL COMPANIES AND FINANCE

Richard Gourlay on the Philippine brewer caught in a legal deadlock  
**San Miguel in battle with the state**

AGAINST ALL the worst predictions, San Miguel, the largest industrial company in the Philippines, has not only survived a year with government-appointed directors controlling its board, but has positively blossomed.

Sales of the beer-based conglomerate last year grew by 31 per cent to 168m pesos (\$787.7m) and net profits leapt by 58 per cent to 1,765m pesos. The company reported yesterday that its beer sales have grown by 50 per cent in the first quarter of 1988, and the board approved a 15 per cent stock dividend.

However, the sequestration of a 51 per cent stake in the company in May 1986 has led to a bitter boardroom battle for control and pitted San Miguel management against government-appointed directors.

Yesterday, at a marathon shareholders' meeting attended by a packed and noisy crowd, the government directors held back from signing San Miguel's annual report because of a note in the annual report concerning alleged misuse of company funds by the chairman.

Four separate cases are pending with the Supreme Court and the Securities and Exchange Commission, all to do with who should control the sequestered shares - and therefore the company.

Mr Eduardo de los Angeles, one of the nine government directors on the San Miguel board, says there is now a legal deadlock and that a solution is nowhere in sight.

There are two contested blocks of shares. The first, representing 33 per cent of the equity, was sequestered two years ago by the Presidential Commission on Good Government (PCGG). This body

has the job of tracking down those assets spirited out of the country during the 20 years that former President Ferdinand Marcos ruled and those skimmed from companies by his associates.

These shares were held by the United Coconut Planters Bank

**THE PHILIPPINE Asset Privatization Trust (APT)** sold 968m pesos (\$43.3m) of government-owned, controlled and sequestered companies in the first quarter of this year, Kyodo reports from Manila.

This has raised total sales by the state to 4.5bn pesos, or 53 per cent of government investment in the companies, since the APT was set up in 1986

(Cocobank) in trust for the nation's coconut farmers. But the holding was controlled by Mr Eduardo Cojuangco, a loyal friend of Mr Marcos who was also San Miguel's chairman and Cocobank's president until he fled with the former dictator in February 1986.

Mr Cojuangco held the second block, representing 18 per cent of the company, in his own name before it too was sequestered by the PCGG.

Mr Andres Soriano, San Miguel's new chairman and grandson of the company's founder, tried to buy the 33m shares held by Cocobank in March 1986. Cocobank agreed to sell the shares at 100 pesos each - a 300 per cent premium over the then prevailing market price, which would have been the largest share sale in Philippine history.

The purchase was to be funded by the sale of San Miguel's Hong Kong brewery to Anheuser-Busch of the US. Hongkong and Shang-

hai Banking Corporation lent to Neptunia, San Miguel's holding company in Hong Kong which owned the brewery, the US\$25m needed for the downpayment.

But before the deal could go through, the PCGG halted the sale, suspecting the proceeds would go to Mr Cojuangco. It

after President Corason Aquino said her administration would get out of business.

The Finance Ministry said Mrs Aquino had also approved the disposal of six additional government corporations. This would bring to 169 the number of state-controlled companies on the auction block, with combined assets valued at 71bn pesos at the end of 1986.

In a separate case before the SEC, the PCGG has demanded that Mr Soriano and his family return the \$25m downpayment, plus lost interest, to San Miguel - reference to this prevented the government directors from signing the annual report.

It adds up to a lawyer's dream but, so far, appears to have left San Miguel's business unharmed, despite the management's claim. The impression that San Miguel has tried to keep alive is of a government meddling dangerously with a company that is crucial to the Philippine economy.

The extraordinary growth in sales, however, tends to support Mr de los Angeles' claim that the PCGG is simply on the board to protect San Miguel's assets rather than to interfere.

However, the messy legal deadlock has sucked President Corason Aquino's government into conflict with its stated policy that the authorities should stay out of business.

**Another record year for The AMP**

By Chris Sherwell in Sydney

THE AMP Society, Australia's largest insurance and investment group, chalked up another notable year in 1987, despite last October's stock market crash.

The group's annual report shows the market value of its shareholdings and its overall earnings rate both suffered a fall. But the volume of new business, the value of overall assets, and the amount of surplus distributed to policyholders all hit fresh records.

"This was no paradox, but another demonstration, in difficult conditions, of the society's resources at work," said Mr David Anderson, chairman.

The market value of The AMP's shareholdings, including Australian, international, and controlled companies, fell to A\$10.8bn (US\$7.9bn) from A\$11.2bn over the year.

Its main No 1 Fund showed a total pre-tax investment return, including capital gains both realised and released from reserves, of 19.5 per cent. This compares with a figure of 20 per cent reported for 1986.

Against these declines, new premiums and superannuation contributions soared by 99 per cent to a record A\$2.7bn, while total income from premiums, investments, and other sources before tax was A\$6.6bn. Premium income alone was A\$3.6bn, up 49 per cent.

Total assets increased by A\$2.1bn to A\$25.1bn. The asset revaluation reserve stood at A\$3.1bn, slightly less than the 1986 figure.

Because of the general decline in interest rates during the year, holdings of fixed-interest securities also showed an increase in value and continued firm demand for property ensured strong returns for the A\$6.2bn property portfolio.

The society said it would distribute a record A\$654m of the 1987 surplus from the No 1 Fund's operations. It added that the rate of bonus for most types of policy was at least as high as in 1986.

Total payments to policyholders because of death, disability and maturity benefits amounted to A\$711m, some 23 per cent higher than in 1986.

**SIA in talks on Raffles Hotel**

SINGAPORE AIRLINES (SIA), the island's flag carrier, said yesterday it was negotiating to buy a stake in Raffles Hotel, Renter reports from Singapore.

It said it was talking to the hotel company as well as Oversea-Chinese Banking Corporation and DBS Bank, a subsidiary of Development Bank of Singapore but added: "We are still at the initial stages." The 102-year-old hotel is undergoing a S\$55m (US\$27.4m) restoration programme.

**Tokyo Electric takes the lead in profits**

BY IAN RODGER IN TOKYO

TOKYO ELECTRIC Power, the electric utility serving the Tokyo area, displaced Toyota Motor last year as Japan's biggest profit maker.

The utility's pre-tax profits jumped by 22.6 per cent to ¥519.9bn (\$4.118bn) last year, thanks to the amplified negative impact on its fuel import bill of the rising yen and falling oil prices. Another big utility, Chubu Electric Power, serving the Nagoya area, jumped three places in the table for similar reasons, according to Tokyo Shoko

JAPAN'S CORPORATE TOP TEN			Pre-tax profits (¥bn)
Rank			
1	(3)	Tokyo Electric Power	519.9
2	(2)	Nippon Securities	476.4
3	(1)	Toyota Motor	427.5
4	(4)	Nippon Telegraph and Telephone	412.2
5	(5)	Chubu Electric Power	319.4
6	(6)	Kansai Electric Power	318.4
7	(7)	Daiwa Securities	285.3
8	(8)	Nikko Securities	241.7
9	(9)	Bank of Japan	231.0
10	(10)	Fuji Bank	226.2

Source: Tokyo Shoko Research

Research, a private institute which prepared the figures on a calendar year basis.

Toyota, and other export-oriented groups, slipped in the rankings because of the negative

impact of the high yen on their export profit margins. Matsushita Electric Industrial, the leading Japanese consumer electronics group, disappeared from the Top 10 after being in tenth spot last year.

Five of the Top 10 last year were financial groups, reflecting Japan's booming equity and property markets and easy money conditions. In ninth place stands Bank of Japan, the country's central bank, which operates formally as a corporate entity.

**Earnings doubled at New Straits Times**

BY WONG SUI LONG IN KUALA LUMPUR

NEW STRAITS TIMES, Malaysia's largest publishing chain, has reversed three years of falling earnings with a 146 per cent increase in pre-tax profits for the six months to February to 22.1m ringgit (US\$8.5m).

Turnover rose by 38 per cent to 112m ringgit and profit after tax by 128 per cent to 10.9m ringgit. NST is controlled by the ruling

United Malays National Organisation of Dr Mahatir Mohamed, the Prime Minister. The company is believed to have benefited from the five-month closure of the Star, its English language daily rival, as part of the government security crackdown last October and also gained from improved earnings at its Television Three, and Bank of Commerce associ-

ates. It is paying an interim dividend of 8 cents a share on its paid-up capital of 86m shares, compared with a previous 9 cents on 68.8m shares.

Meanwhile Faber Media, the troubled hotel and property group which is also an associate of NST, which defaulted on the redemption of 17.7m ringgit

worth of unsecured loan stocks last October, has announced new terms for loan stockholders.

It proposed to extend the redemption period by another three years to October 1990, and has pledged a 38 acre housing estate in Sabah and a 22-storey office building in Johore Baru as security. The interest remains at 8.75 per cent a year.

11th May, 1988

**Bancomer**  
Sociedad Nacional de Crédito  
(Incorporated in the United Mexican States with limited liability)

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**Bancomer, S.A.**  
U.S. \$60,000,000

Subordinated Floating Rate Notes due 1986-1990

Notice is hereby given pursuant to the Terms and Conditions of the Notes that for the six month interest period, 12th May, 1988 to 14th November 1988 the Notes will carry an interest rate of 8% per annum. On 14th November, 1988 interest of US\$62.66 will be due per US\$2,000 Note against coupon No. 13.

Agent Bank  
**ORION ROYAL BANK LIMITED**  
A member of The Royal Bank of Canada Group

**Queensland Coal Finance Limited**

US\$46,000,000  
Floating Rate Notes Due May 1985/96

Holders of Floating Rate Notes of the above issue are hereby notified that for the next interest period from May 12, 1988 to November 14, 1988 the following information is relevant:

- Next applicable interest rate: 7 7/8% per annum
- Interest payable on next interest payment date: US\$ 406.88 per US\$ 10,000.00 nominal
- Next interest payment date: November 14, 1988

May 10, 1988  
BA Asia Limited  
Reference Agent

**AMEV IN 1987**

Net profit for the year ended 31 December 1987 amounted to Dfl 291.7m (1986: Dfl 322.5m). The figure was adversely affected by lower exchange rates, particularly for the US dollar.

Results in both 1986 and 1987 were influenced by exceptional items. Adjusting for these influences and exchange rate movements, profit after taxation was 4.1% higher than last year.

Companies in the Netherlands accounted for 40% of total income, with the USA contributing 39%, other European countries 17% and Australasia 4%.

There is an unchanged dividend for the year of Dfl 2.55.

At the end of 1987 shareholders equity amounted to Dfl 2,217m.

Results for the first quarter of 1988 will be released on 17 May.

Copies of the 1987 Annual Report can be obtained from: AMEV (UK) Limited, 1 Houndwell Place, Southampton SO9 1NY. Telephone: 0703 637411

**Profit & Loss Account**  
(millions of guilders)

	1987	1986
Life Assurance	207.3	271.2
Non-Life Insurance	47.7	115.1
Other Activities	84.6	46.8
	339.6	433.1
Taxation on Profit	(59.6)	(110.9)
	280.0	322.2
Extraordinary Result after Tax	13.8	-
Third Party Interests	(2.1)	0.3
Net Profit	291.7	322.5

£1 = approx. Dfl 3.50

**AMEV Worldwide**  
AMEV is an international insurance and financial services group based in the Netherlands. Its shares are quoted on the Amsterdam Stock Exchange and options on AMEV bearer certificates are traded on the European Options Exchange. Total assets are now Dfl 25bn.  
AMEV operates in 13 countries: Belgium, Denmark, France, the Netherlands, Spain, Switzerland, the United Kingdom, Australia, New Zealand, Hong Kong, Singapore and the USA.

**AMEV in the UK**  
AMEV (UK) offers a comprehensive range of financial services through its operating companies, Gresham Assurance Group and Bishopsgate Insurance.  
Gresham is engaged in all aspects of life assurance, pensions, mortgages and unit trusts. Bishopsgate, together with its subsidiary Leadenhall Insurance, is a general insurance company operating in marine and non-marine business through the London market as well as in travel, motor and other personal insurances.

N.V. AMEV, Utrecht, The Netherlands

New Issue

THE CITY OF  
**Edmonton**

(Province of Alberta, Canada)

Canadian \$75,000,000

9% Retractable Debentures due May 3, 2008, Series LB

Issue Price: 100 1/4%

Wood Gundy Inc.

Amsterdam-Rotterdam Bank N.V.

Banque Bruxelles Lambert S.A.

Banque Paribas Capital Markets Limited

CIBC Capital Markets

Commerzbank Aktiengesellschaft

Credit Suisse First Boston Limited

Deutsche Bank Capital Markets Limited

Generale Bank

McLeod Young Weir International

Mitsubishi Finance International Limited

Nomura International Limited

Pemberton Securities Inc.

RBC Dominion Securities Inc.

SBCI Swiss Bank Corporation Investment banking

Société Générale

Union Bank of Switzerland (Securities) Limited

Yamaichi International (Europe) Limited

May, 1988

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**IBM Credit Corporation**

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New York Boston Chicago Dallas Detroit  
Houston Los Angeles Memphis Miami  
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Change linked to continuity: J.P. Morgan's new headquarters rise on Wall Street two blocks from where the firm has had its principal offices for more than a century.

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## UK COMPANY NEWS

PROFITS FROM SALES OF TRADING PROPERTIES NOT DISCLOSED

## Sears £246m disappoints the City

BY MAGGIE URRY

DISAPPOINTMENT with full year results from Sears, the retailing, betting and housebuilding group which acquired Freemans, the mail order company in January, knocked 8p from the shares to 122p yesterday.

For the year to end January Sears reported a 12.3 per cent gain in pre-tax profits to £246.7m. The figure included an exceptional credit of £10.7m (£7m).

Profits on the sale of trading properties were included within divisional profits, and Sears yesterday refused to disclose the total amount.

Group sales fell by 4.8 per cent to £2.4bn because of the elimination of discontinued activities - mainly the sale of the motor business in 1987 and the sales of Lewis's and Butler Shoe announced earlier this week. The

turnover of continuing businesses rose by 11.6 per cent to £2.1bn.

At the trading level, the profit gain was 6.1 per cent to £282.1m. Excluding the profits from businesses sold, trading profits were 14.3 per cent up at £233.4m. The proceeds from sales of businesses helped to cut interest charges from £11.1m to £1.7m.

The footwear division showed a sales gain of 7.3 per cent to £696.5m, but stronger margins gave a trading profit gain of 23.2 per cent to £106.2m. Mr Geoffrey Maitland-Smith, chairman, said that the reorganisation of the various chains into defined market segments had largely been completed although there was more to be done on refitting the stores.

The retail division, which

includes Selfridges, Wallis, Foster, Hornes (acquired in July 1987), Freemans, Millets, Olympus Sports, Garrard and Mappin & Webb, increased trading profits by 14.3 per cent to £240.9m on sales 16.5 per cent higher at £678.7m.

Freemans contributed £500,000 to profits. Mr Maitland-Smith said Freemans profits had missed the £33.2m forecast in its defence document by £8m. In the current year, he said, Freemans profits would be £8m to £10m short of the interest charges attributed to the £461m purchase.

Trading profits from the William Hill betting business fell from £24.1m to £17.5m. Mr Maitland-Smith blamed the increased success of favourites winning races for the shortfall on the previous year which had been exceptionally favourable for the book-makers.

Profits from housebuilding and property investment rose by 24.7 per cent to £38.8m. A total of 1,100 houses were completed, up from 880, and the average selling price was £20,000.

Earnings per share were 16 per cent higher at 10.9p and a final dividend of 3.25p net gives a total of 4.6p, up 15 per cent.

Balance sheet gearing was 46 per cent at the year end, a level regarded by the chairman as comfortable. Shareholders' funds fell from £1.01bn to £910m during the year, as goodwill written off on acquisitions of £402m and other negative movements exceeded retained profits of £47m and a property revaluation surplus of £312m.

See Lex

## J. Bibby to sell US offshoot in \$40m deal

By Patrick Daniel

J. Bibby & Sons, agricultural and industrial conglomerate which is 88.5 per cent owned by Barlow Rand of South Africa, announced yesterday that it is to sell Interchecks, the US cheque manufacturer it acquired in December 1986.

The Seattle-based company is to be sold to a US subsidiary of Norton Opex, the UK's second largest printing group.

Norton will pay about \$40m (£21.5m) cash for Interchecks, subject to approval of the deal by US authorities. The consideration compares with Bibby's acquisition price of \$26.5m (£18.5m) using rates prevailing at the time.

Mr Richard Mansell-Jones, Bibby chairman, said that because the 1986 acquisition had been financed by borrowings in US dollars, the sale would mean a profit of about £15m in sterling terms. He said the move followed a re-assessment of Interchecks' future within the group.

Bibby, also announced yesterday that it intends to sell its Princeton Packaging subsidiary in the US to Princeton's management at a price to be negotiated.

The disposal of Princeton follows the US Federal Trade Commission's recent rejection of the group's earlier plan to sell part of its US packaging business to James River Corporation, a US paper and packaging group.

Mr Mansell-Jones also said that Bibby had a "disappointing" first half with pre-tax profits down from £17.8m to £15.8m for the six months to March 31.

The agricultural division saw trading profits fall from £6.8m to £4.3m as a result of depressed market conditions all-round - from lower EC milk quotas to the worst conditions in the pig industry since 1983.

The security printing division suffered a drastic fall in trading profit from \$1m to \$147,000 in the first six months, despite a 27 per cent increase in sales to £15.7m (£12.4m).

Mr Mansell-Jones said Interchecks first-half results had been affected by "the cost of rationalisation" of US plants, including the closure of three cheque-making facilities, made necessary by mergers among several regional US banks.

In a separate statement yesterday, Mr Richard Hanwell, chief executive of Norton Opex, said Interchecks had an excellent market position in areas of the US where Norton was at present unrepresented.

"The US cheque market is buoyant and we expect it to remain so for many years to come," Mr Hanwell said.

## Delays in site completion affect McCarthy &amp; Stone profit rise

BY CLARE PEARSON

DELAYS in completing building schemes and planning permission problems held back the results of McCarthy & Stone, developer of sheltered housing for the retired, for the half-year to the end of February.

Pre-tax profits advanced by 29 per cent to £9.8m (£7.6m) on turnover up 49 per cent at £51.5m (£34.5m). But operating margins slipped to 25 per cent, about 2½ percentage points down on the same period last year.

Sales of retirement apartments in the UK contributed the bulk of profits. The group said the rate of house price increases in the south-east and, increasingly, the Midlands, remained encouraging. But planning permission appeals, mainly in the south-east, had increased to 11, against seven in the same period last year, and failed appeals were increasing.

The international division made a negative contribution during the first half. The first units in Dublin are due for release this month, while sales in France should commence in the next financial year.

Initial interest in the group's first leisure village, designed for the younger retired, at Witney in

Oxfordshire, was described as "encouraging" and the first occupation is scheduled for the late summer.

A heavier £3m interest charge (£2.1m) reflected utilisation of a £100m multi-option facility, to which a £50m five-year uncommitted portion has recently been added.

Earnings per share on a fully diluted basis worked through at 12.63p (9.63p). The interim dividend is raised to 1.14p (0.96p).

Adverse publicity about the company's maintenance charges earlier this year is believed to have had a negligible effect on sales. Mr John McCarthy said he was unable to comment on its effects as the company was currently involved in litigation with the Daily Telegraph.

But he acknowledged that some residents had complained and admitted that it was complicated to work out how the charges were calculated from the company's literature, which is being changed.

comment

The market took one look at

McCarthy & Stone's falling margins yesterday and feared its spectacular advance was running out of steam. However, the margin slippage should be rectified in the second half as delayed sites come on stream, and the owners for sales are excellent. Reservations have been 68 per cent, and visitors more than 80 per cent, higher than they were during March and April last year. Planning permission difficulties should now be built into overhead control. In the longer term, McCarthy, which still has four-and-a-half years to complete its expansion, shows no signs of running out of ideas. It is diversifying into nursing homes and selling ever higher-quality units: notably the leisure village at Witney which should be joined by one in the grounds of Fettes College, Edinburgh, next year. The company will soon put in place a £50m commercial paper programme to supplement its MOP, so there is no near-term threat of a rights issue. Possible full-year, pre-tax profits of £55m put the shares at last night's close of 57p, down 20p, on a p/e ratio of 11.5 - still a justifiable premium.

## Summer's ADR facility

By Philip Coggan

Summer International, the former Sumrie Clothes, has arranged for its shares to be traded as American Depositary Receipts in the US.

Summer is in the process of completing the acquisition of Betty Owen Secretarial Systems, a secretarial training company based in the US. The move is part of Summer's diversification following the shift of management control to City & Westminster Financial, the corporate finance group, last year.

Mr Andrew Greystoke, chairman of CWF and a director of Summer, said yesterday that an ADR facility would help the group to expand in the US. The facility is being arranged with the Bank of New York.

## Ratners

Ratners, the fast-expanding jewellery retail group, is planning an American Depositary Receipt facility in the US probably later this year. The group has recently made three substantial US acquisitions - Sterling, Westhall and Osterman.

## Steady progress at Runciman

PRE-TAX profits at Walter Runciman rose from £2.32m to £2.94m in 1987, and the final dividend is raised from 3p to 3.5p for an increased total of 6.5p - up 1p.

The directors of the shipping, insurance and security engineering group said that since the year-end, an order had been placed for a new 8,200 cubic metre ethylene carrier to be built in Germany. A 22-acre warehousing complex had been acquired, and the company has increased its stake in James Fisher and Sons to 11.3 per cent.

Looking ahead, the chairman said he was confident pre-tax profits would again exceed those of the previous year.

Group turnover in 1987 was lower at £37.66m compared with £42.41m. Tax took £571,000 against £641,000, and there was an extraordinary debit of £242,000 (£119,000 credit).

Stated earnings per share improved from 19.1p to 23.5p.

WINDSOR SECURITIES. The offer of 2,091,123 new Windsor ordinary shares made by Charterhouse Bank to Windsor shareholders closed on May 6. Applications were received in respect of 1,150,342 and have been accepted in full.



Professor Roland Smith was in relaxed mood as he chaired the annual meeting of British Aerospace yesterday. "I'll answer some of your questions" he told shareholders assembled at London's Marriott Hotel "the more difficult ones will be answered by my colleagues".

He announced in advance that he was constrained from answering questions about the proposed merger between his company and Rover, the state-owned motor group. But one shareholder, Mr Noel Falconer of Bliss (British Leyland Individual Shareholders Society) pleaded with the Professor to meet with his organisation. "Many of our members are old and frail" he said.

In reply to Mr Falconer, Professor Smith said that he would meet with Rover shareholders when the time was right. The Rover deal is currently being investigated by the European Commission which has the power to block the merger.

Although there were a few grumbles inside the meeting about the level of dividends and the £300m provision for potential civil aircraft losses, the only signs of revolt were outside. Workers distributed leaflets to shareholders protesting about proposed job losses in the company's dynamics division.

## BOARD MEETINGS

TODAY	TOMORROW	FUTURE DATES
Interline Associated Paper, Commercial Union, Grand Metropolitan, International Thompson, Shell, TMO Advertising, TPI Portfolio Selection Fund, Tiger Oil	Diploma Overseas Inv. Trust, Radio City, Shalimar, Television (S.W.)	May 18 May 19 May 20 May 21 May 22 May 23 May 24 May 25 May 26 May 27 May 28 May 29 May 30 May 31
Florida City of Gold Investment Trust, Chelsea Artworks, Editorial Investment Trust, Fabricat, Harcourt & Crossfield, Local London, Market and Spencer, Pershall, South African Breweries	Fin Art Developments, Foster (L)	May 24 May 25 May 26 May 27 May 28 May 29 May 30 May 31

## Sedgwick Finance plc

## Sedgwick Group Inc.

£100,000,000

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Guaranteed by

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TENDER PANEL MEMBERS

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Banca Nazionale del Lavoro

Bank of America NT &amp; SA

The Bank of New York

Bank of Scotland

Banque Internationale à Luxembourg S.A.

Barclays Bank PLC

Chemical Bank

Commerzbank Aktiengesellschaft

Courtts &amp; Co

Crédit Lyonnais

Credit Suisse

Midland Bank plc

The Northern Trust Company

N M Rothschild &amp; Sons Limited

The Royal Bank of Canada

The Sumitomo Bank, Limited

Swiss Bank Corporation

TSB England &amp; Wales plc

S.G. Warburg &amp; Co. Ltd.

Westdeutsche Landesbank Girozentrale



AGENT BANK

N M Rothschild &amp; Sons Limited

April 1988

## LVMH

## MOËT HENNESSY, LOUIS VUITTON

LVMH Moët Hennessy Louis Vuitton, the Paris-based luxury products group, today reported consolidated net income for 1987 of FF 1,343 million up 26% over comparable pro forma consolidated income for 1986.

Consolidated 1987 sales increased by 18.6% to FF 13,247 million over the comparable year-earlier level.

The cognac, luggage and perfume sectors showed significantly higher income from operations. The champagne sector was negatively affected by the high grape prices of the 1984 and 1985 harvests.

Primary earnings per share increased by 23% to FF 119.50.

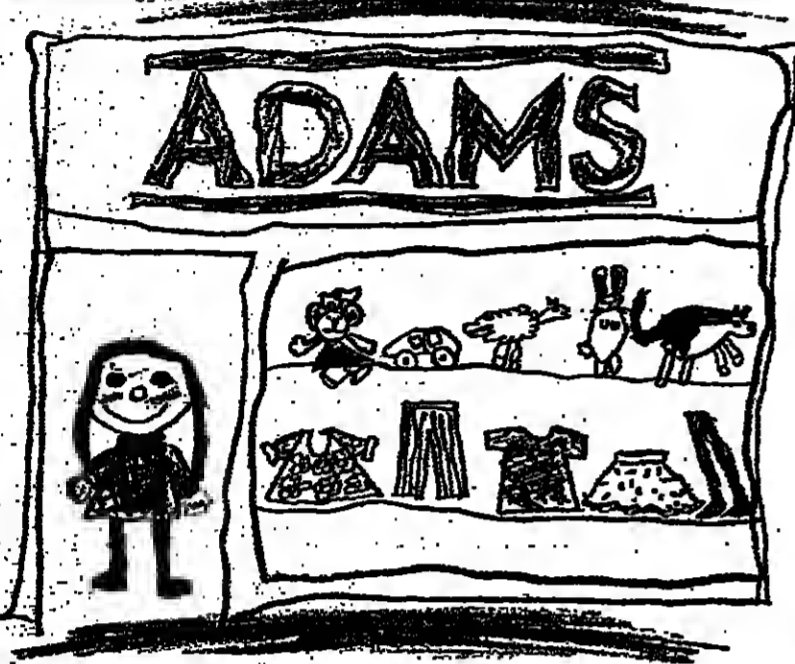
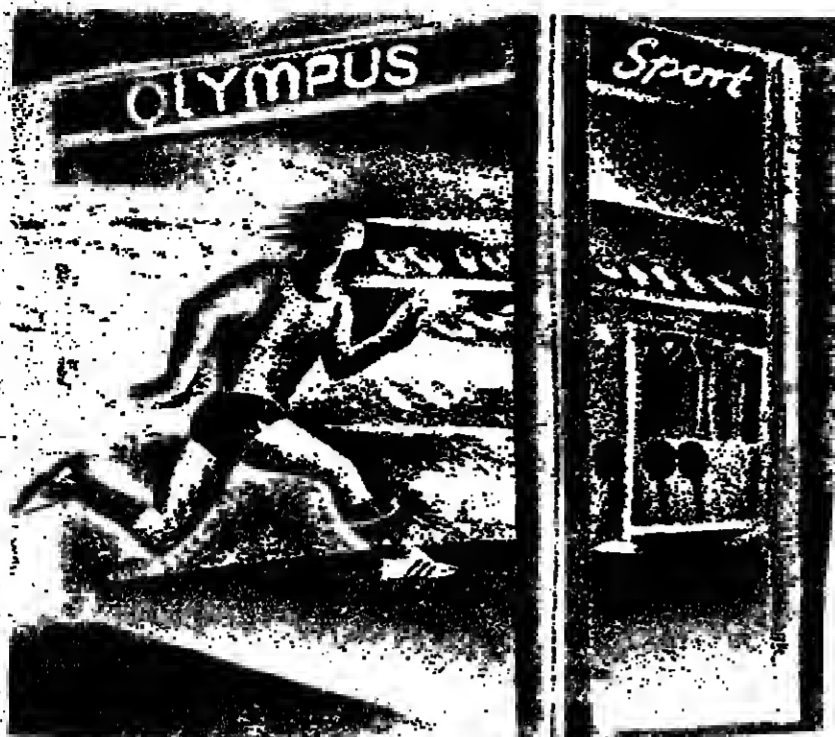
The Board of Directors will propose a dividend of FF 32 per ordinary share (net of Avoir fiscal tax credit).

LVMH also reported that first quarter 1988 sales were up 31% to FF 3,395 million, with luggage and cognac sales in Japan and the Far East showing particularly strong gains. While the first quarter is not generally indicative of full year results, the Board expressed its confidence in the outlook for 1988, albeit at a more moderate pace than in the first quarter.

The prestige brands of the LVMH Moët Hennessy Louis Vuitton Group include Dom Pérignon, Moët & Chandon, and Veuve Clicquot champagnes; Hennessy and Hine cognacs; Louis Vuitton luggage, leather goods and accessories; and Christian Dior, Givenchy and RoC perfumes and cosmetics.

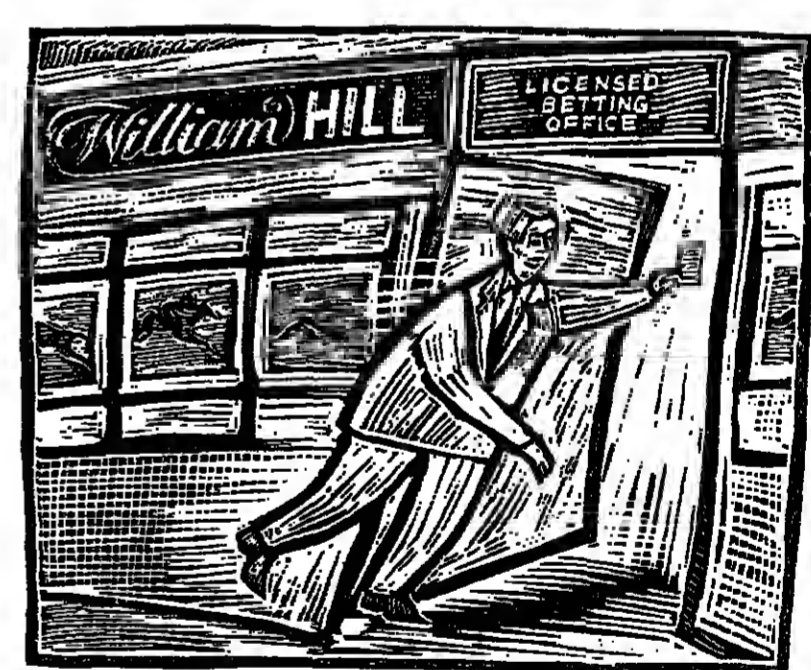
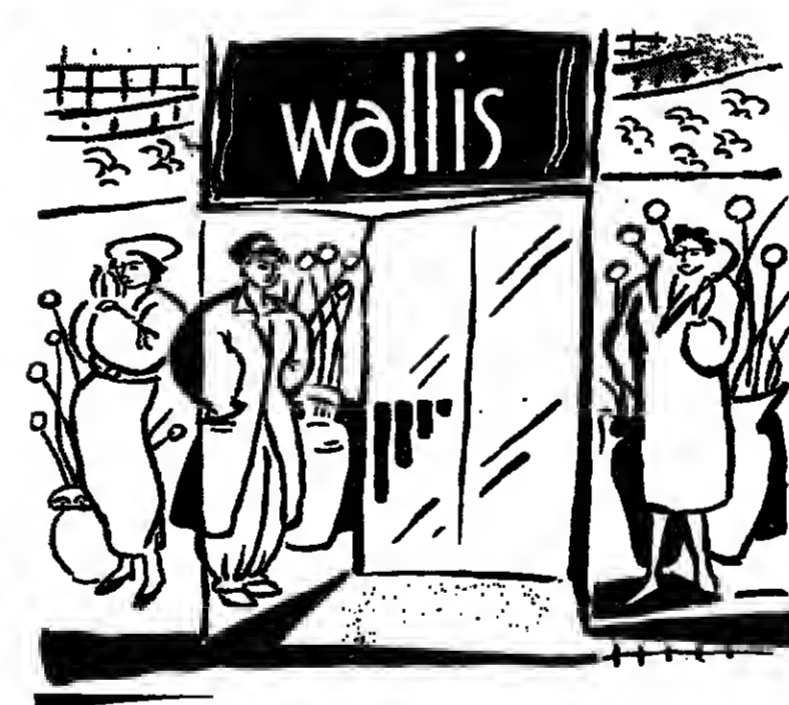
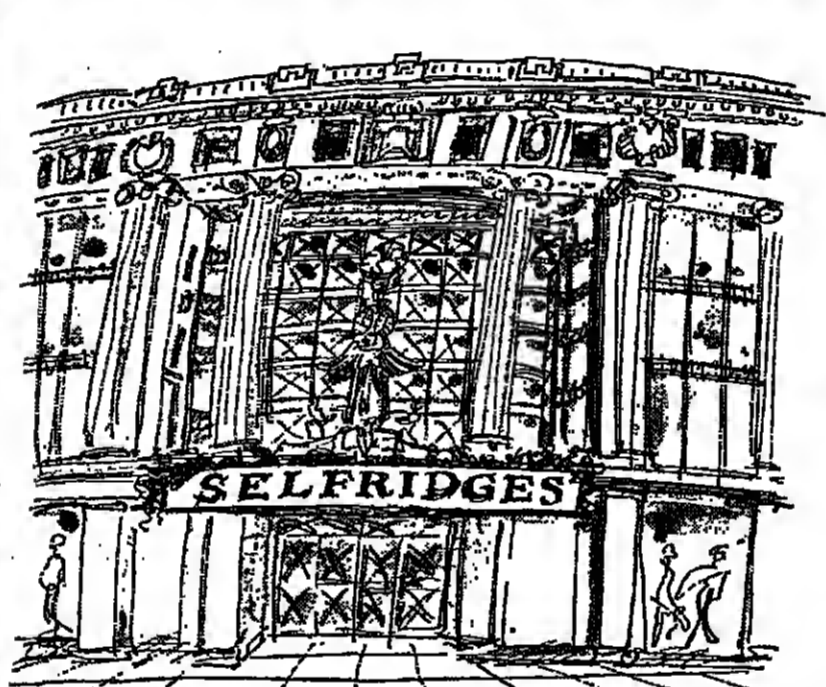
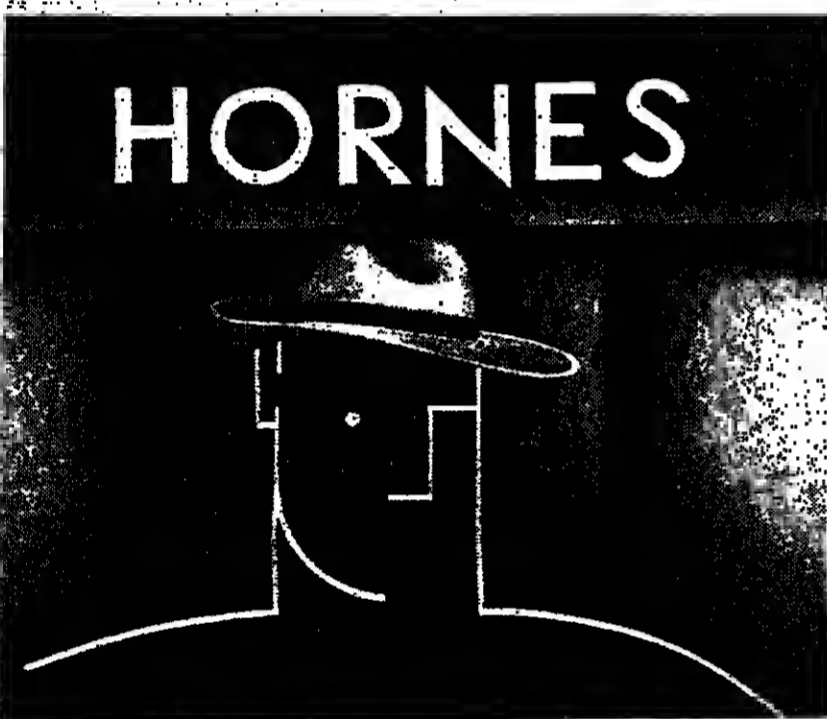
In millions of FF	Income from operations	87/86
Champagne and wines	967	- 10%
Cognac and spirits	959	+ 30%
Luggage and leather goods	862	+ 37%
Perfumes and cosmetics	546	+ 41%

LVMH MOËT HENNESSY LOUIS VUITTON REPORTS 26% INCREASE IN 1987 NET INCOME AND STRONG INCREASE IN 1988 FIRST QUARTER SALES



SEARS PLC  
ANNUAL RESULTS  
YEAR ENDING 31ST JANUARY 1988

PROFIT BEFORE TAX £245.7M UP 12%  
EARNINGS PER SHARE 10.9P UP 16%  
DIVIDENDS PER SHARE 4.6P UP 15%



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A LOT OF RETAILERS CLAIM THEY CAN.  
(AFTER ALL, SPECIALITY RETAILING IS A VERY POPULAR CONCEPT THESE DAYS).

BUT YOU ONLY HAVE TO LOOK AT THE RANGE OF SEARS' RETAILING PORTFOLIO, TO SEE THAT NO ONE IS IN A BETTER POSITION TO MEET THE SHOPPING NEEDS OF BRITAIN THAN US.

FROM CHILDREN'S WEAR TO SPORTS-

WEAR, WE COMPETE IN NO LESS THAN SIX MAJOR HIGH STREET MARKETS.

AND IN EACH ONE OF THOSE MARKETS, OUR RETAIL OUTLETS ARE ALL FRONT RUNNERS.

LAST YEAR WE ENTERED ANOTHER FAST GROWING MARKET BY ACQUIRING FREEMAN'S HOME SHOPPING.

AND NEXT YEAR, WE INTEND TO ADD AT

LEAST ANOTHER 240 NEW RETAIL OUTLETS TO OUR EXISTING PORTFOLIO OF OVER 5,000 IN EUROPE.

AND TODAY? TODAY WE ANNOUNCE OUR FINANCIAL RESULTS FOR 1987/88.

WE'RE SURE YOU'LL FIND THEM PLEASING TOO.

 **Sears plc**

WE'RE STRONG ON THE STREETS.

DOLCIS, BERTIE, TRUSPOIN, FREEMAN HARDY WILLIS, SAXONE, LILLEY & SKINNER, MANFIELD, CURTIS, SHOE CITY, HORNES, ZV, BRADLEYS, FOSTERS, YOUR PRICE, DORMIE, WALLIS, MISS SELFREDGE, WAREHOUSE, SELFREDGES, MAPPIN & WEBB, GARFARD, OLYMPUS, MILLETS, ADAMS, WILLIAM HILL, GALLIFORD SEARS.

This announcement appears as a matter of record only



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Chemical Bank	Credit Suisse
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The Mitsubishi Bank, Limited	The Sanwa Bank, Limited
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## Agent

Samuel Montagu &amp; Co. Limited

April 1988

## UK COMPANY NEWS

## Vivat hit by rationalisation costs

BY ALICE RAWSTHORN

THE COST of rationalising its European manufacturing activities sent Vivat Holdings, the leisurewear company which recently changed its name from the Lee Cooper Group, into a loss of £32m after tax and extraordinary items last year.

Vivat began to reduce its manufacturing operations in Europe three years ago. But the competitive state of the European jeans market has prompted it to accelerate the pace of rationalisation.

It has made a provision of £5.3m - expressed as an extraordinary item - to cover the cost of the cutbacks.

The group closed one factory in France and another in West Germany last year. At the beginning of this year, it closed a small plant in the UK and, 10 days ago, it announced 236 redundancies among its French workforce.

Mr Willi Musmann, finance director, said that Vivat plans to retain limited manufacturing capacity in Europe. In future the bulk of its merchandise will be sourced from an established plant in Tunisia and from contract manufacturers in the Far East. The rationalisation should be completed in 1988.

The group's turnover rose to

£145.7m (£139.7m) in 1987. But operating profits slipped to £5.5m (£9.7m) reflecting difficulties with the UK retail business in the Jean Jeanie retail business in the UK. Interest payable increased to £2.8m (£1.7m), and pre-tax profits fell to £3.2m (£7.9m).

Earnings per share were reduced to 5.52p (13.28p). The board proposes to hold the final dividend at 1.7p, making 2.7p (2.5p) for the full year.

Mr Musmann said that the core Lee Cooper jeans business had been "satisfactory" in 1987. It had performed poorly in the first

four months of this year because of the intense pressure on profit margins within continental Europe.

By contrast, the Jean Jeanie retail chain, which suffered from disruption due to senior management changes and difficulties in expansion, is now performing "satisfactorily", he said. Vivat has also expanded into West Germany and Spain.

Mr Musmann said that it was too early to comment on the outlook for the rest of 1988 but warned that the group faced a very difficult year.

## Friendly announces £25m hotels acquisition

By Clare Pearson

Friendly Hotels yesterday said it was acquiring Baron Hotels and Leisure for £25m, in a move which makes the fast-growing group one of the larger independent hoteliers in the UK.

The deal values Baron at £25m, after taking into account indebtedness, and the sale of three of its ten hotels for £20.5m within six months of completion.

Mr Henry Edwards, chairman, said: "There is no geographical overlap between our hotels and those of Baron, and most of them have been completely refurbished in the last few years."

Friendly had to spend about £5m in the last financial year on revamping the five hotels acquired from The Vivat Group (UK) in 1986 and refurbishing Connacht Hotel, which it bought in April 1987.

Friendly is issuing Baron with up to 8m ordinary shares at 25p, with the balance satisfied in 5 per cent unsecured loan stock. There is a 5m first year pre-tax profit floor for the seven hotels Friendly intends to keep.

Baron has undertaken not to sell more than 7.5 per cent of the shares in each of the first two years, and 10 per cent in the third year.

## Tate &amp; Lyle to issue bond in Staley battle

A Delaware court has required Tate & Lyle, sugar refiner, to post a \$65m (\$34m) bond as a condition for obtaining a preliminary injunction against the "golden parachute" arrangements for senior executives of Staley Continental, target of Tate's \$1.42m takeover bid.

Tate said it was making arrangements for the posting of the bond. In most cases, credit for such bonds can be arranged in US courts for the payment of a commitment fee of a 1/2 percentage point or less.

Tate's \$35-a-share tender offer for Staley was due to expire at midnight last night, unless previously extended.

## Grenfell cuts Mid Kent stake

BY ANDREW HILL

Morgan Grenfell, the merchant bank, has become the second big finance house to find itself out of its depth over investments in British statutory water companies.

Yesterday, the Takeover Panel asked the bank to reduce its 50.2 per cent holding in Mid Kent Water Company to below 30 per cent. Until then, Morgan Grenfell has agreed only to exercise voting rights equivalent to a 29.9 per cent in the company.

Under the Takeover Code, this is the maximum stake which can be built up before a full bid must be launched.

The stake was acquired for

£5m on December 10 1986 following a public tender offer by Mid Kent for 84 per cent preference stock, redeemable in 1987. It only came to public notice a year later - last December - when the water company described Morgan Grenfell as its "ultimate holding company" in a note to last year's report and accounts.

The Takeover Code has always applied to the 28 statutory water companies, which supply water alongside the water authorities.

Morgan Grenfell said yesterday that when it bought the stake it understood there was no requirement to declare it. The bank added that the stock was bought

as part of its normal banking business.

The bank has already received several inquiries from potential buyers of the stock. Within the last year French water companies have bought stakes in statutory water companies - as the UK water industry prepares for possible privatisation of the much larger water authorities.

Just over two weeks ago, the Takeover Panel embarrassed Bankers Trust International, a US merchant bank advising the French water company Lyonnaise des Eaux, when it asked Lyonnaise to give up a 12.5 per cent stake in East Worcestershire Waterworks Company, acquired in breach of the Code.

## Andrew Hill looks at the growth of a leading consultancy

## Fitch revives its designs on the world

MR RODNEY FITCH, tongue in cheek, says Lloyd's of London will have nothing like it in its 200-year history.

On Friday, his design consultancy, Fitch & Company, will present its proposals for the redesign of the interior of the controversial Lloyd's building. They were prepared in conjunction with the original architects, the Richard Rogers Partnership.

If the plans are approved, Fitch will add one of London's newest landmarks to the evidence of its prosperity as one of Britain's biggest design houses.

Last month the group announced record pre-tax profits of £2.45m for 1987, up nearly 28 per cent. Within the last fortnight the Fitch-designed British Pavilion at Expo '88 in Brisbane, Australia, has been opened and the company has announced a major contract from Ford UK.

The consultancy's reputation is likely to be further enhanced before long by the announcement of a long-awaited international acquisition, probably in the US.

Fitch & Company's pedigree is illustrious, if somewhat convoluted. Mr Fitch, its chairman, trained as an architect before joining Mr (now Sir) Terence Conran as a design assistant in 1962. Mr Fitch was head of Conran Design Group by 1968, when it was sold to Ryman, and later to Burton.

He and four fellow directors engineered a management buy-out of CDG in 1972 and the company came to the Unlisted Securities Market a decade later, graduating to a full listing in 1984.

Fitch & Company led the trend to improve retail design in the late 1970s. That discipline still provides the bulk of the group's business and clients include well-known names like Burton, Asda, Boots and Thomas Cook.

The company has seen continuing growth in profits and turnover since coming to the market, although an expansion overseas

in the early 1980s met with mixed success. Business from offices as far-flung as Paris, Dubai, Abu Dhabi, Madrid and Johannesburg was eventually brought back through Fitch's London headquarters.

"Our egos were bruised," says Mr Fitch. "What we did wrong was we tried to offer locally a facade of what we had here in London."

The consultancy is now poised for international expansion again - a move into the US is likely and European commissions, particularly from Scandinavia, are already a feature of the group's work - but Mr Fitch says that this time the sales pitch will be

more carefully tailored to each country's requirements. For example, he believes European retailing is ripe for redesign; the group has already completed contracts in Holland and France.

A four-man main board, made up of Mr Fitch, Mr Ian Cochrane, managing director, Mr David Rivett, group development director, and Mr Philip Ling, a non-executive director, has just been formed to oversee international expansion. Mr Ling, who is also chairman of Haden MacLellan Holdings, the industrial group, was brought in earlier this year to bolster the international expertise.

Meanwhile, competition has been growing, from the likes of WPP Group and American companies Landor Associates. Fitch has been forced to increase salaries to hold on to its top designers and in the early 1980s margins suffered as the company

came under pressure. Mr Fitch admits now that the company expanded too quickly, and this was aggravated by delays in major contracts.

The setback does not seem to have harmed the group. Few consultancies rival Fitch for size - a recent survey in DesignWeek put the company in the top five UK design consultancies, both for number of designers employed (260) and fee income earned (£12.7m in 1987). It is one of the quirkier of the sector that no single company - even the giant Building Design Partnership with 905 qualified designers and fee income of £35m in 1986-87 - dominates the market. People are all-important, and size is sometimes thought to hinder the service available.

Analysts say Fitch has not sacrificed quality for the sake of expansion; the company still boasts some of the industry's best-known designers. Fitch also uses its size to offer a wide range of design disciplines.

Last year it made its first major acquisition since coming to the USM, buying Gordon Benoy, a firm of architects specialising in shopping centres, for a maximum of £4.5m. The proportion of business generated by architecture increased from 30 per cent to 39 per cent last year.

More importantly, the acquisition allows Fitch - nicknamed Fitch & Company because of its finance-driven attitude to the business - to sell a complete design package to clients, particularly those specialising in retailing.

As part of this desire to offer one-stop design shopping for companies with an identity crisis, Fitch has reorganised itself into four main divisions - architecture, graphics, product and interior design.

It has also set up a three-tier management structure: the small main board, an operating board responsible for UK and European



Rodney Fitch moves into the US likely.

operations and four management boards, corresponding to the new divisions. There are plans to put its offices, currently scattered through London's West End, under one roof in the Kings Cross development area.

New clients could be attracted by Fitch's current work for blue chip clients. Apart from the Lloyd's commission and the Ford contract - a project to improve Ford's package for customers - the company has been commissioned to create the Eurotunnel Exhibition Centre at Folkestone and there are continuing assignments for Midland Bank, Debenhams, Fentons and British Telecom, among others.

Analysts forecast that the company will show 25 per cent earnings growth in 1988 and pre-tax profits of £3.5m.

But the sector is likely to grow even more competitive in the years ahead. Just as the Conran Organisation spawned a brood of smaller designers - entrepreneurs, like Mr Fitch, who broke out on their own - so Fitch & Company, as it grows, will propagate a new generation of competitors.

This announcement appears as a matter of record only



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Midland Montagu

April 1988

## NOTICE OF ISSUE

This advertisement is issued in compliance with the requirements of the Council of The Stock Exchange. Application has been made to the Council of The Stock Exchange for the undermentioned Shares to be admitted to the Official List.



## EAST ANGLIAN WATER COMPANY

(Originally incorporated in England by the Local Water, Gas and Electricity Act 1963, the name of the Company being changed on 1st January, 1988 by the East Anglian Water Order 1987.)

OFFER FOR SALE BY TENDER OF UP TO  
4,000,000

3.5 per cent. Ordinary Shares of £1 each  
At a Minimum Price of 200p per Share  
or lesser number to produce a maximum of £1,668,845

The Shares are an investment authorised by Section 1 of the Trustee Investments Act, 1961 and by paragraph 10 (as amended in its application to the Company) of Part II of the First Schedule thereto.

The dividend on the Shares, which will rank pari passu with the dividends on the existing issues of 3.5 per cent. (formerly 5 per cent.) Ordinary Stock and the 3.5 per cent. (formerly 5 per cent.) Consolidated Ordinary Stock of the Company will be at the rate of 3.5 per cent. per annum without deduction of tax. Under the imputation tax system, the associated tax credit, at the current rate of Advance Corporation Tax ("ACT") of the distribution, is equal to a rate of 1.167 per cent. per annum.

Tenders for Shares must be made on the Form of Tender supplied with the Listing Particulars and must be accompanied by a cheque or bankers draft and sent in sealed envelope to Deloitte Haskins & Sells, New Issues Department, 20, Box 207, 128 Queen Victoria Street, London EC4P 4JX marked "Tender for East Anglian Water Shares" so as to be received not later than 11 a.m. on Thursday, 19th May, 1988.

Copies of the Listing Particulars, on the terms of which alone tenders will be considered, and Forms of Tender will be available, for collection only, during usual business hours today and tomorrow from the Company's Representative Office of The Stock Exchange, London EC22. Copies may also be obtained during normal business hours until 19th May, 1988 from:-

Seymour Pierce Butterfield Ltd.,  
10, Old Jewry, London EC2R 6EA.

Barclays Bank PLC,  
61, London Road North, Lowestoft, Suffolk NR32 1LT.

and from main branches of Barclays Bank PLC at Ely, Gorleston-on-Sea, Great Yarmouth, Ipswich, Norwich, Saxmundham and Southwold  
or from the Offices of the Company at 163, High Street, Lowestoft, Suffolk NR32 1HT.

11th May, 1988

## Allied-Lyons buy

Allied-Lyons is to buy Elver Oaks AgriCorp, a California producer and marketer of premium quality wines, which operates a winery in Healdsburg and a 600-acre vineyard in the Alexander Valley, Sonoma county.

## IN BRIEF

AMBROSE INVESTMENT Trust: net asset value per income share at March 31 1988 stood at 28.82p (20.31p) and per capital share 567.78p (515.45p). Net revenue before tax was £1.11m (£1.07m). Earnings per income share rose from 10.5p to 11.02p. A final dividend of 8.03p per income share makes 12.41p (11.59p) for the year.

ROBERTSON GROUP, through its wholly-owned subsidiaries, has acquired Matthew Hall's subsidiary Fincoak, Allen & Holt of Denver, Colorado, and its Australian arm Fincoak, Allen & Holt Pty, for \$700,000 (£372,340) cash. Both companies are mining consultancies.

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## Campeau Corporation

has sold the

## Brooks Brothers Division

of

## Allied Stores Corporation

to

## Marks &amp; Spencer p.l.c.

The undersigned acted as financial advisors to  
Allied Stores Corporation and Campeau Corporation.

## The First Boston Corporation

## Credit Suisse First Boston Limited

May 11, 1988

## UK COMPANY NEWS

## Buoyant demand boosts confident UEI to £25m

BY VANESSA HOULDER

HIGH DEMAND for all its major products helped UEI, high-technology electronics engineering group, push up pre-tax profits by 47 per cent to £25.1m for the year to January 31 1987. Turnover increased by 23 per cent to £141.9m.

Mr Peter Michael, chairman, said there had been a strong trading performance throughout the year. Order books were at record levels and customer interest was high, which gave encouragement for the group's future trading prospects, he said.

Spending on research and development increased by 25 per cent to £9.1m (£7.25m). In addition, a total of £12.1m was spent on plant and equipment. The company continued to generate cash strongly and gearing was halved to 13 per cent at the year end.

UEI broke down its sales into four areas: sound and vision (35 per cent of sales), text and graphics (20 per cent), scientific and medical (15 per cent) and advanced engineering (30 per cent). Geographically, the UK accounted for 33 per cent, Europe 31 per cent, North America 21 per cent, and the Far East 8 per cent.

Mr Michael said that Miles 33, the computer graphics company which was acquired in May 1987 for £27.5m, had performed in line with expectations.

Earnings per share rose by 23 per cent to 23.3p. The proposed final dividend is 4.7p making a total of 7p (5.9p) for the year.

## comment

With its strong growth and

glamorous product base, UEI has earned itself a reputation as one of the most high flying technology stocks around. For one thing, compound earnings per share have grown at 22 per cent per year over the past five years. And for another, UEI's core quintet of businesses each boast a technological edge world wide and they are all selling into buoyant markets. Having been outbid for the US instrument company Kevex, UEI is still on the look out for acquisitions. But there are few that fit the bill and the company is confident that it can continue its expansion through organic growth. These results were much as expected and the shares eased down 1p to 386p. Analysts expect pre-tax profits of £20m for the year, which puts the shares on a fair rating of 12.

## CH Industrials lifts Manganese holding

BY CLAY HARRIS

CH Industrials, chemicals and specialist engineering group, has increased its stake in Manganese Bronze Holdings, the taxicab and metal products manufacturer, to 20.37 per cent.

Mr Tim Hearley, CH chairman, said yesterday: "We don't have any intention at the moment other than to be an investor." Nevertheless, Manganese Bronze shares closed 13p higher at 262p, close to their pre-crash peak.

Mr Rocky Stone, Manganese Bronze chairman, said: "As far as I know, they have no hostile intention."

CH bought its latest 9.9 per cent holding at 247.5p per share from a concert party comprising Edward Le Bas, the privately owned Ipswich holding company, and Mr Mark Dixon, who together now hold less than 2 per cent of the company.

The £4.04m purchase will be financed by the issue of nearly 2.25m shares, vendor-placed by Kleinwort Grisevson Securities. The £4.04m purchase will be financed by the issue of nearly 2.25m shares, vendor-placed by Kleinwort Grisevson Securities.

The two groups' activities overlap in the motor industry. CH's Aston Martin Tickford subsidiary does some engineering work for Manganese Bronze's traditional London cab, of which Tickford produces a luxury "stretched" version.

Both companies also make powered doors and windows for buses and coaches.

The companies' other interests are more diverse. Manganese Bronze supplies powdered metals and produces a wide range of metal castings and components.



CH products include building chemicals, block and moulded foam, sofas and padded headboard, carpet grippers and fixing strips, car sunroofs, seats for railway carriages, frames and trim for the motor industry, and caravan awnings.

In addition to shopfitting, supplemented by the supply of office furniture, CH is active in property and investment. Its market value of £81m is about twice that of Manganese Bronze.

The issue of an additional 228,082 shares will raise £1.98m towards the cost of CH's original stake in Manganese Bronze. This reduces to £1.6m the borrowing associated with the holding, which had a market value of £3.43m yesterday.

CH said it expected no earnings dilution arising from the share issue and the increased stake. Its shares are quoted at 183p, compared with the 146p placing price.

## Centreway Trust up 46%

PRE-TAX profit at Centreway Trust rose 46 per cent in 1987 from £229,000 to £334,000. Turnover fell from £28.2m to £20.47m. Earnings per 10p share rose from 3.2p to 4.7p.

The directors said the group results reflected the disposal completed in 1986 by Centreway Industries, 50.1 per cent subsidiary, which have given rise to

improved profits on reduced turnover. The group is returning to dividends with a final payment of 0.5p.

Centreway Industries is paying a final dividend of 2p, making 2.5p (0.5p) for the year. It achieved taxable profits of £380,000 (£301,000) on turnover of £17.48m (£25.44m).

## Fletcher King in £1.7m buy

Fletcher King has bought Ernest Howard, which has interests in construction management and quantity surveying for a maximum £1.72m. Initial consideration will amount to £275,000

cash and an issue of 250,000 ordinary shares. There will be further profit-related payments to a maximum of £55,000 cash and 380,000 shares.

## Estates &amp; General INVESTMENTS P.L.C.

## 1987 HIGHLIGHTS

- \* Record pre-tax profits of £2.7m + 74%
- \* Earnings per share 11.5p + 89%
- \* Dividend increased for the thirteenth consecutive year to 3p per share + 10%
- \* Net Asset Value per share - 193p + 25%
- \* Investment Portfolio increased to over £57m + 42%
- \* Development programme of £125m

"We approach the future with confidence. Our level of activity continues to increase which, coupled with the strengthening of our asset base, has further enhanced the Company's longer term potential for both rental and capital growth."

- Extract from the Chairman's Statement

The Report and Accounts are available from:  
The Secretary, 51 Green Street,  
Mayfair, London W1Y 3RH



## Guinness makes Dutch and Irish disposals

By Lisa Wood

Guinness, the brewing group, has continued its policy of rationalisation with the announcement yesterday of further disposals of its peripheral activities.

The two disposals are Multiplast, a Dutch-based plastics manufacturer, sold for £4m to Dyno Industries, the Norwegian group, and the business and assets of United Yeast in the Irish Republic, sold to W & E Jacob, the Dublin-based biscuit manufacturer, for £1.5m (£1.1m).

Multiplast, which makes moulded plastic containers for industrial use, was acquired by Guinness in 1972 at a time of diversification into several new business areas. During the last couple of years the business has become profitable, making £1.5m in the year ending September 30 1987. Guinness said it was selling Multiplast as it was not central to its business.

United Yeast, with depots in the UK and Ireland, distributes yeast and other food products to bakers and caterers. During the past 18 months Guinness has rationalised depots in the UK.

Agreement in principle has been reached to sell the Irish business and depots in Dublin and Cork to Jacob. Sales of United Yeast in Ireland in 1987 were £2.6m on which a pre-tax profit of £220,000 was earned.

Jacob said the acquisition fitted logically into its business in Ireland and gave it an entry into bakery and catering distribution. Guinness has retained the UK depots which can be more easily managed by the UK-based group.

## Fobel clears the way for growth and profitability

After a number of years of restructuring at Fobel International, there now appears to be no further obstacles in the way of growth and profitability, according to the directors. They added that the foundations had been laid for rapid progress in the future.

The current financial year had started well, and the directors were confident that a substantial increase in profits would be made.

In the meantime, figures for 1987 show an increase from £1.92m to £2.67m in pre-tax profit.

its. The total dividend of this Trust rose 46 per cent in 1987 from £229,000 to £334,000. Turnover fell from £28.2m to £20.47m. Earnings per 10p share rose from 3.2p to 4.7p.

There were heavy extraordinary debits of £1.6m (£202,943), which related to the settlement cost of the legal action brought by the purchasers of the DIY businesses sold in 1985. All claims and counter-claims have been dropped and the matter terminated.

## CRH in £10m expansion

BY CLAY HARRIS

CRH, Irish-based building products group, has increased its British builders merchants outlets from 44 to 60 with the acquisition of Pioneer Building Supplies for £10m cash.

PBS, which is being sold by the Australian Pioneer Group, has 16 depots in 11 towns in Yorkshire, the east Midlands, south Wales and the south of England.

CRH, formerly Cement-Roadstone Holdings, said there were no overlaps with its existing network.

work in Scotland and the south of England.

PBS reported turnover of £24m in the year to June 1988, but CRH said profit figures for the period were not meaningful. PBS has net assets of £5m and no debt.

## Stratton

Net revenue at Stratton Investment Trust from October 23 1986 to end-March 1988 was £115,000 before £54,000 tax. Net asset value per share was 127p. A single final dividend of 0.3p is proposed.

## Carbo set for market listing

BY PHILIP COGGAN

Carbo, the former Carborundum Abrasives, is joining the stock market via an introduction just four and a half years after it was the subject of a management buy out.

After a complex series of financial restructurings, Carbo's US parent company had become part

of Standard Oil of Ohio by the early 1980s. A management team, led by Mr Trevor Egan, bought out Carborundum's European operations for £2.2m in 1983.

At the time of the buy out, Carbo was in its third year of incurring substantial losses but after cost-cutting and investment in new machinery, the company moved back into profit in 1984, making £1.78m. Net margins have steadily improved and last year Carbo made pre-tax profits of £3.08m.

In 1986, the group diversified

by acquiring Polybau, a Swiss drainage products manufacturer. Carbo hopes the listing will enable it to make further acquisitions, perhaps in the area of specialist plastics.

Carbo's shares have been traded since 1983 on Grauballe's Independent Companies Exchange and the last quoted price was 140p. That indicates a market capitalisation for the company of £1.7m when dealings on the main market began on May 16.

## Jacksons expansion plans

BY CLAY HARRIS

Jacksons Bourne End would continue to make shoe components and to develop other existing businesses, Mr James Gulliver, chairman, told shareholders yesterday.

Speaking at the first annual meeting since Select Country Hotels, a private company headed by Mr Gulliver, bought control of Jacksons, he said the group planned to buy additional properties including suitable developments in the hotel and leisure sectors.

Mr Gulliver, soon to retire as chairman of Argyl Group, said the current year had started satisfactorily at Jacksons' shoe components subsidiary, considering the difficult trading conditions being experienced by the industry.

Shareholders approved a three-for-one scrip issue as well as option agreements for Select and James Gulliver Associates.

## Caffrys

Mr Colin Gilttrap, New Zealand car distributor, has bought another 25,000 Caffrys shares, raising his holding of the East-borne-based motor dealer to 8.43 per cent, a stake which accounts for 5.25 per cent of voting rights.

## CORRECTION

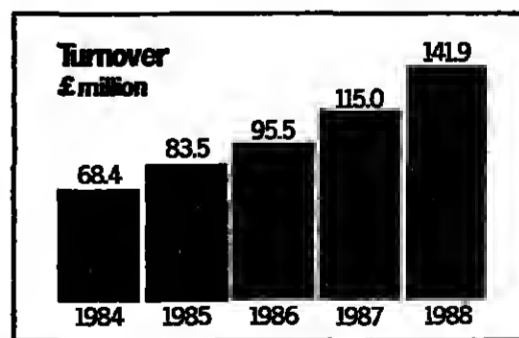
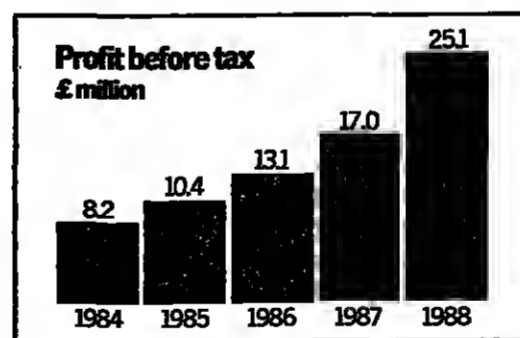
## Bernard Matthews

The FT wrongly reported yesterday that shareholders had challenged Bernard Matthews' dividend policy at the annual meeting. Shareholders did not raise the issue from the floor. Mr Bernard Matthews, the chairman, told the meeting that "following the major change in taxation in the budget, some shareholders have commented on the level of dividend relating to 1987, pointing out that the dividend cover is one of the highest in the food manufacturing sector and the yield one of the lowest at the current share price. As a result, the board proposes to review its dividend policy, and in particular the dividend cover."

## UEI public limited company

## Outstanding worldwide growth in high technology

- 50% increase in profit after tax.
- Exports up 26% at £95m.
- 90% increase in sales to the Far East.
- Gearing halved to 13%.
- 25% increase in R & D expenditure to £9.1m.

Summary of Results  
Year ended 31st January

	1988	% increase over 1987
Turnover	141.9	+23
Profit before tax	25.1	+47
Profit after tax	15.7	+50
Earnings per share	23.3p	+23
Dividend per share	7.0p	+19

The above figures are extracted from the Preliminary Announcement of the results for the year ended 31st January 1988, issued on 10th May. For further information please contact the Company Secretary, UEI plc, 19 West Mills, Newbury Mills, Newbury, Berkshire RG14 5HG.

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NOTICE OF ISSUE  
This advertisement is issued in compliance with the requirements of the Council of The Stock Exchange. Application has been made to the Council of The Stock Exchange for the undermentioned Stock to be admitted to the Official List.

## Folkestone and District Water Company

(Incorporated in England on 20th June, 1948, by The Folkestone Waterworks Act, 1948)

OFFER FOR SALE BY TENDER OF  
£2,500,0007 per cent. Redeemable Preference Stock, 1998  
(which will mature for redemption at par, on 30th June, 1998)

## Minimum Price of Issue £100 per £100 of Stock

yielding at this price, together with the associated tax credit at the current rate, 23.33 per cent.

This Stock is an investment authorised by Section 1 of the Trustee Investments Act, 1961 and by paragraph 10 (as amended in its application to the Company) of Part II of the First Schedule thereto. The preferential dividends on this Stock, which will rank pari passu for dividends with the existing Preference Stocks, will be at the rate of 7 per cent. per annum without deduction of tax. Under the imputation tax system, the associated tax credit, at the current rate of Advance Corporation Tax ("ACT" of the distribution), is equal to a rate of 2.33 per cent. per annum.

Tenders for the Stock must be made on the Form of Tender supplied with the Listing Particulars and must be accompanied by a deposit of £70 per £100 nominal amount of Stock applied for and sent in a sealed envelope to National Westminster Bank PLC, New Issues Department, P.O. Box No. 70, 2 Princess Street, London EC2P 2SD marked "Tender for Folkestone Water Company Stock" so as to be received not later than 11 a.m. on Thursday, 19th May, 1988. The balance of the purchase money will be payable on or before Tuesday, 28th June, 1988.

Copies of the Listing Particulars, on the terms of which alone Tenders will be considered, and Form of Tender will be available, for collection only, during usual business hours today and tomorrow from: the Company Announcements Office, The Stock Exchange, 48, Fenchurch Square, London EC3A 1DD. Copies may also be obtained during normal business hours until 15th May, 1988 from:-

Seymour Pierce Butterfield Ltd.,  
10, Old Jewry, London EC2R 3EA.

National Westminster Bank PLC,  
Europa House, 40, Sandgate Road, Folkestone, Kent CT20 1RU.  
or from the Company's Principal Office,  
The Cherry Garden, Cherry Garden Lane, Folkestone, Kent CT19 4QB.  
11th May, 1988

## UK COMPANY NEWS

## Holmes Protection 10% downturn

BY ANDREW HILL

DELAYS IN relocating its burglar alarm monitoring stations cut profits at Holmes Protection Group, the New York-based electronic security group with a London listing.

A 17.5 per cent increase in interim pre-tax profits was wiped out in the second half of 1987 and for the full year profits fell 10 per cent to \$12.4m (\$6.6m), against \$14m in 1986.

Revenue increased to \$59.5m (\$53.1m), but operating costs and expenses rose by 23 per cent to \$45.4m (\$35.3m), much higher than expected.

The company admitted yesterday that it did not realise the extent of the expenses until after the year-end. It has since acted to improve operating and financial reporting systems.

Mr Brian O'Connor, chairman, said the opening of Holmes's new Metro Center - a fully automated central monitoring station for the company's 35,000 subscribers in New York, Long Island and New Jersey - was delayed.

He added that the delay meant paying rent on the new centre and the seven other stations it was supposed to replace. Meanwhile, some external jobs were postponed due to a shortage of installation staff, some of whom were drafted in to work on the Metro Center, finally completed in January.

Benefits of acquisitions made in late 1986, and seven businesses bought in 1987 were also late coming through, he said.

Mr O'Connor said the group

hoped to acquire some small businesses this year.

"Our plan would be to increase the number of subscribers and therefore the amount of revenue we have coming through the new central station."

Revenues for the first quarter of 1988 were greater than in the same period last year.

Earnings last year dropped to 18 cents (21 cents), but an increased final dividend of 2.1 cents, makes 3.1 cents (2.6 cents).

comment  
Holmes has had a rough second half and not all due to circumstances beyond its control. The board was shocked to discover the extent of its expenses for 1987 - facts which did not

emerge until after the year-end - and is now acting to improve its reporting systems. Post-Marwick's management consultancy arm is assisting. However, even if, as the company claims, this was merely a hiccup, it must make Holmes more vulnerable to a bid. Britannia Security Group is the most likely predator, especially if it can pick up the 15 per cent stake currently held by Warfield, the Australian fire protection and security business. Holmes failed to link up with last year. Such speculation kept the shares solid at 110p last night. Forecast pre-tax profits of about \$15.5m for 1988 would put them on a prospective P/E of about 10, which looks cheap, but investors may be cautious after yesterday's bad news.

## Rental expansion lifts Warner Howard

BY PATRICK DANIEL

Warner Howard Group, supplier of commercial laundry systems and hand dryers, yesterday announced an increase in pre-tax profits from \$2.46m to \$3.26m in its first year as a listed company.

The 32 per cent profit increase, for the year ended February 29, came on turnover which rose by only 5 per cent to \$12.24m (\$12.24m).

Mr Ronald Hooker, chairman, said the company's profit performance was the result of its declared policy of expanding the profitable rental sector of the business.

Rental income accounted for about 50 per cent of turnover but over 80 per cent of pre-tax profits. The company also sells a range of commercial equipment.

With an 80 per cent renewal rate for existing rental contracts often for fully-depreciated equipment - pre-tax margins improved from 20 per cent to 25 per cent.

The company has proposed a final dividend of 2.07p, making a total of 3p for the year. Earnings per share rose to 9.66p, from 7.63p.

The full-year results did not

include any contribution from Automations International, a rival laundry equipment supplier the company acquired in December for \$700,000.

Automations is expected to contribute \$200,000 in the current year.

With new installations up 10-15 per cent in March and April, a further 23 per cent growth in pre-tax profits to \$4m has been forecast by the company's brokers, Phillips & Drew, for the current year.

But Mr Hooker indicated that a higher growth was likely as at

least two more acquisitions expected to cost around \$4m were in the pipeline - one in the laundry business and another in a new, but related area of equipment rental.

Mr Hooker said his goal was to see the group's market capitalisation grow from its present \$40m to \$100m in three to five years through both organic growth and acquisitions.

Warner Howard's shares closed unchanged yesterday at 160p, against last June's 130p placing price.

## Strong first half at Huntingdon

Huntingdon International Holdings achieved a 19 per cent rise in taxable profits in the six months to March 30 from \$3.59m to \$4.26m. Revenue rose 26 per cent from \$20.07m to \$25.28m.

The directors said demand for biological safety testing continued at very high levels, particularly in Japan. The company is also involved in engineering consultancy and analytical chemistry services.

It is taking steps to reduce the engineering side's involvement in construction-related services. However, the chairman said some of its newer acquisitions

would require more time before this could be fully achieved.

Empire Soils Investigations, acquired in January, had already made a significant contribution to results and is expected to provide substantial opportunities.

Earnings per share were 0.08p against a restated 0.064p.

sales in the US as well as the unfavourable exchange rate of the dollar.

At year-end effective net asset value per share, excluding film rights, amounted to 49p.3p (\$87.3p). At May 2 the figure stood at 53p.3p.

The increase in margins was accounted for by a slight change in the product mix together with increased marketing activity which resulted in a wider customer base.

Work has commenced on Tilton's new factory at Haverhill, Suffolk, with occupation anticipated for October. Mr Anderson said the new capacity would allow the group to vacate four smaller units and increase production area by 30 per cent.

A maiden interim dividend of 0.85p is to be paid from earnings of 4.21p (3.22p) per 10p share.

## Kenyon buys three undertakers

Kenyon Securities, USM-quoted funeral director, has acquired the goodwill and assets of the businesses of two Northern Ireland-based funeral directors, Bonston & Williamson and Mulholland & Company, for £1.75m cash.

It has also acquired Messrs. Hamp, a funeral director based in west London adjacent to its existing business, for £130,000 cash.

## GA purchase

General Accident has purchased Keith Cardale Groves, an estate agent with four offices in the West End and the City of London. Aggregate net assets amount to around £250,000.

As part of the consideration GA is issuing 134,526 shares. Further shares will be issued dependent on Keith Cardale Groves profits for the year ended April 30 1988.

## PPS expansion

Prudential Property Services has acquired the residential business of South-east London firm, Donald James, for an undisclosed consideration.

The move boosts PPS's regional network of estate agency outlets to 41, in addition to increasing its presence in the South London housing market.

## Little change at King &amp; Shaxson

After providing for rebate, tax and transfer to contingencies reserve, profits of King & Shaxson Holdings, banker, were unchanged at £1.75m for the year to end-April 1988.

A final dividend of 6.75p raises the total by 0.5p to 9.25p per 10p share. At year-end consolidated shareholders' funds stood at £19.48m (£19.37m). Smith St Aubyn (Holdings), subsidiary, showed a profit of £1.6m (£1m).

## Increased margins help lift Titon 34% midway

Titon Holdings, Colchester-based window ventilator and fastening supplier, yesterday revealed pre-tax profits of \$562,000 for the six months to March 30 1988, an increase of 24 per cent on the comparable period.

The results are the group's first since its entry to the US in January. This was originally scheduled for November, but was postponed due to market conditions then prevailing.

Mr John Anderson, chairman, said that the outcome, achieved on turnover up from \$3.05m to \$3.51m, had been encouraging.

The increase in margins was accounted for by a slight change in the product mix together with increased marketing activity which resulted in a wider customer base.

Work has commenced on Tilton's new factory at Haverhill, Suffolk, with occupation anticipated for October. Mr Anderson said the new capacity would allow the group to vacate four smaller units and increase production area by 30 per cent.

A maiden interim dividend of 0.85p is to be paid from earnings of 4.21p (3.22p) per 10p share.

New Issue  
May 11, 1988

All these Notes and Bonds having been sold, this announcement appears as a matter of record only.



## IMATRAN VOIMA OY

HELSINKI, FINLAND

DM 50,000,000 5% Notes due 1993  
DM 50,000,000 6% Bonds due 1998WESTDEUTSCHE LANDESBANK  
GROZENTRALE

BANQUE BRUXELLES LAMBERT S.A.

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DEUTSCHE BANK  
AKTIENGESellschaftDRESNER BANK  
AKTIENGESellschaftINDUSTRIEBANK VON JAPAN  
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KANSALLIS BANKING GROUP

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POSTIPANKKI

SCHWEIZERISCHER BANKVEREIN  
(DEUTSCHLAND) AG  
INVESTMENT BANKINGSHEARSON LEHMAN BROTHERS A.G.  
BANKHAUS

SKOPBANK

## The Royal Bank of Scotland Group plc

£200,000,000  
Floating Rate Notes 2005

In accordance with the Terms and Conditions of the Notes, notice is hereby given that for the Interest Period from 9th May 1988 to 9th August 1988, the Notes will bear a Rate of Interest of 6 3/4% per annum. The amount of interest payable on 9th August 1988 will be £105.26 per £50,000 Note, and £1052.60 per £500,000 Note.

Agent Bank

CHARTERHOUSE BANK LIMITED



A MEMBER OF THE ROYAL BANK OF SCOTLAND GROUP

GRANVILLE  
SPONSORED SECURITIES

High Low	Company	Price	Change	Div	Yield	P/E
214 185	Ass. Brit. Ind. Ord.	214.00	+2	8.9	4.2	8.0
214 185	Ass. Brit. Ind. Ord.	214.00	+2	10.0	4.7	-
36	Armstrong and Whitcomb	36.00	0	-	-	-
37 47	B&S Design Group (ISM)	47.00	0	2.1	4.1	7.5
142 155	Barton Group	155.00	0	2.7	1.7	27.2
135 150	Barton Group Dev. Prof.	150.00	0	6.7	6.7	-
148 157	Bay Technology	148.00	+2	5.2	5.7	10.2
100 105	Bentley Industries Plc	105.00	0	11.0	11.0	-
240 245	CCl Group Ordinary	245.00	0	11.5	4.4	6.7
121 124	CCl Group 1 1/2% Conv. Pref.	124.00	0	15.1	11.4	-
140 145	Carrolland Ordinary	145.00	0	6.1	4.4	9.2
109 100	Carrolland 7.5% Pref.	109.00	0	10.3	9.4	-
221 147	George Blak	221.00	+1	3.7	1.7	6.1
89 40	Int. Group	89.00	-3	-	-	-
94 87	Jackson Group	87.00	0	3.4	3.9	9.7
340 345	Mellor House NV (AmSD)	345.00	0	10.4	3.2	13.2
32 40	Robert J. J. J.	40.00	+2	-	-	2.4
124 124	Servicos	124.00	0	5.5	4.1	21.5
204 194	Taylor & Carlisle	194.00	0	7.7	3.9	7.7
76 50	Treasury Holdings (USM)	50.00	0	2.7	3.6	6.2
186 190	Unilever Europe Corp Prof.	190.00	0	8.0	7.5	-
253 263	W.S. Foster	263.00	+2	16.2	5.7	7.9

Securities designated GSD and (GSD) are dealt in subject to the rules and regulations of The Stock Exchange. Other securities listed above are dealt in subject to the rules of TSA.  
These Securities are dealt in strictly on a matched basis. Neither Granville & Co nor Granville Davies Ltd are market makers in these securities.

Granville & Company Limited  
8 Lomb Lane, London EC3N 8BP  
Telephone 01-421 1212  
Member of TSA

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Telephone 01-421 1212  
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# ACCOUNT MANAGERS

## Corporate Banking

Credit Lyonnais has established in London a respected reputation for its professional and constructive approach to a diverse range of corporate clients.

Continued success in this sector means that we now wish to strengthen our existing team by the appointment of two Account Managers. Both positions involve servicing the needs of established clients in the UK and developing new relationships by means of a demanding calling programme. The nature of the client base for one of the Account Managers requires proficiency in French.

You will ideally be educated to degree level and have a sound appreciation of credit analysis and the assessment of risk. Your lending experience will include dealing with medium and large corporate clients, marketing a wide range of banking services.

Our approach will give you a high level of personal responsibility for your clients, and it is unlikely that you would have the maturity and experience necessary for this role if you are under 26.

Our remuneration terms, which place emphasis on performance against individual and group targets, are competitive and if you wish to develop your career with us then please write with full details of your experience to date to:

Ellen J. Price, Senior Personnel Officer,  
Credit Lyonnais, PO Box 81,  
84-94 Queen Victoria Street, London EC4P 4LX.



# Head of Passive Management

## City

Our client is a leading International Investment House with a firm commitment to the burgeoning quantitative sector.

Passive Management is viewed as being of increasing importance in a client-led industry, and of having a synergy in conjunction with the active management of Pension Funds.

An exceptional opportunity has arisen for an ambitious individual to assume full responsibility for the innovation of products, the direction of strategy, and the future expansion of this key area. Reporting to the Managing Director, you will be expected to build on the existing and proven quantitative products, and will enjoy the freedom associated with a virtual greenfield site.

The nature, scope and importance of this position necessitates that you are either an Actuary or have had an equally rigorous training in the application of statistical techniques in an investment environment. Aged between 28-35, you will have a first class academic record, together with fluent interpersonal skills and an abundance of energy.

In addition to an attractive salary, there is a comprehensive range of benefits, including mortgage subsidy, executive level car, and private health cover.

To apply in the strictest confidence, please write to or telephone Robert Winter quoting reference RW5113.

**Lloyd Chapman**  
Associates

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Telephone 01-499 7761



## ABU DHABI NATIONAL OIL COMPANY

ADNOC is one of the major oil companies in the Middle East controlling the Exploration, Production and Processing of Oil, Gas and Associated Products in Abu Dhabi and the Marketing of ADNOC's hydrocarbon products.

The Company wishes to recruit an experienced candidate in the field of records management as follows:

### RECORDS MANAGEMENT SPECIALIST

To establish and maintain a records policies, standards and guidelines, manual. Provides technical direction and advice to the Directorates' Co-ordinators on application of records standards and guidelines. Inspects Directorates' files, lists, indexes and recommends improvements where necessary. Oversees the design and implementation of a central archive facility and recommends ways and means of protecting records against hazards and unauthorized access. Establishes and implements a programme for vital record designations and corporate retention schedules. Maintains awareness on micrographics and record management technologies and advises on their usefulness.

The candidate should have a Bachelor Degree with a minimum of 6 years experience in records management of which at least 2 years in a senior or supervisory position.

Interested candidates are invited to forward their detailed applications together with photocopies of their education and experience certificates, within three weeks from the date hereof, to:

THE HUMAN RESOURCES DIVISION MANAGER  
PERSONNEL DIRECTORATE  
ABU DHABI NATIONAL OIL COMPANY  
P.O. BOX 888 - ABU DHABI - U.A.E.

## SCHOOL OF MANAGEMENT

### ACADEMIC VACANCIES

On 1st January 1988 the Open University, Britain's largest single educational institution, launched a new School of Management, incorporating the present Open Business School.

We now seek 6 well motivated and highly qualified individuals to join the central creative team of building academic - particularly to join in the development of an innovative taught MBA.

WE NEED STAFF ACROSS A RANGE OF MANAGEMENT SUBJECTS INCLUDING:

- Accountancy (Post No. 5431)
- Strategic Management (Post No. 5429)
- Management Development (Post No. 5428)
- Operations Management (Post No. 5430)
- Management (Post No. 5433 and Post No. 5432)

Salary: Lecturer Grade A: £9260 - £14500 p.a.  
Lecturer Grade B: £15105 - £19310 p.a.

Appointment will normally be made on Grade A but for a candidate of appropriate academic attainment and ability appointment may be on Grade B. Up to two posts may be available at Senior Lecturer depending on qualifications and experience.

Applicants with experience in management/management development in industry or education should contact: Mrs. Maureen Leighton (AP/3), School of Management, The Open University, Walton Hall, Milton Keynes, MK7 6AA, or telephone Milton Keynes (0908) 74066; there is a 24-hour answering service on 633868.

Closing date for applications: 23rd May.

The Open University has an Equal Opportunities Policy.



## SALES/TRADERS/DEALERS

**UK EQUITY SALES**  
An International Securities House, based in the City, is looking for excellent salespeople with good experience in UK Equity Sales. A first class background and a successful track record in this field are essential. Remuneration and bonuses will be excellent.

**SALES - EUROPEAN EQUITIES**  
This is an excellent opportunity for someone who is high powered and able to demonstrate a successful track record in Sales of European Equities. Foreign language ability would be an advantage. Our client is a major Securities firm in the City. Salary package is negotiable for the successful candidate.

**TRADERS - JAPANESE EQUITIES**  
This is one of a number of vacancies we currently have on our books for traders with excellent experience. Our client, a major Securities House, needs a trader for their City office. You must possess a successful track record dealing in Japanese Equities. For this position an excellent package will be offered to the right person.

**INTERDEALER BROKER**  
This major Finance House, based in the City, is urgently seeking candidates with several years experience in US, UK & European Equities. (Must be a Reg. Rep.) If you are young, dynamic and successful then remuneration will be excellent.

**SALES/TRADING**  
We are also seeking candidates with good experience in any of the following: US Sales; Canadian Equity Traders; French/Swiss Sales; Fixed Income Sales; Sales - Capital Markets; Sales/Trading - Gilts; FRNs, Convertibles etc.  
For further details of these and other vacancies please call 01 377 6488 or send a CV to: Cambridge Appointments, 222 Shoreditch High Street, London E1 6PJ. All applications will be handled in the strictest confidence.



## Trust Officer

### Cayman Islands

CIBC Bank and Trust Company (Cayman) Limited is a wholly owned subsidiary of the Canadian Imperial Bank of Commerce and is one of the largest and most progressive banks operating in the Cayman Islands.

Due to recent expansion a vacancy exists for a qualified trust professional to work in the Cayman Islands. The successful applicant will hold the A.C.I.B. Diploma, A.C.I.S. or similar, and will preferably have a minimum of 2 years' offshore experience. The ability to handle a complex and diverse range of international clients is essential.

This is a first class opportunity which will appeal to the motivated, career driven individual who is prepared to work hard for high rewards. An attractive salary is offered in this agreeable tax free jurisdiction, together with an excellent benefits package. Interviews will be conducted in London.

If you are interested in this opportunity and feel you can meet the challenge of this position, apply in confidence with complete curriculum vitae.

John E. Hardisty, Assistant General Manager, Human Resources, Canadian Imperial Bank of Commerce, Cottons Centre, Cottons Lane, London SE1 2QL.



Canadian Imperial  
Bank of Commerce

## EUROMONEY

### MANAGER

#### EUROMONEY RESEARCH SERVICES

Drawing on Euromoney's knowledge of the international capital market, this new division provides an independent, highly confidential research service for clients ranging from investment banks and securities houses to corporate and institutional fund managers.

The Service, which includes both general and tailor made studies, analyses the products being sold in the financial markets and evaluates how these products and the firms selling them are viewed by clients and prospective clients.

The successful candidate will be responsible for running and developing Euromoney Research Services. He/she should have a knowledge of the financial markets, with numerical and analytical skills, and an ability to market and sell. Initiative, creativity and a willingness to travel are essential. Flexibility, drive and enterprise are required for this intellectually challenging and demanding job.

The remuneration package will include a bonus element based on results, contributory pension and health scheme.

Applications in writing to:

Diane Chaplin  
Director of Administration & Personnel  
Euromoney Publications PLC  
Nestor House, Playhouse Yard, EC4V 5EX



## LEADING U.S. FINANCIAL SERVICES INSTITUTION

A leading Wall Street Firm, actively trading worldwide, is seeking a young analyst to work within their Japanese Equities Department, based in London.

The successful applicant will act in support of the established sales team, and will be primarily responsible for researching financial markets and individual corporations for the benefit of institutional investors. However, this position should be regarded as a first step in a sales career, and preference will be given to candidates who have already demonstrated the ability to contribute actively to new business development. The range of products covered will include Japanese equities, convertible bonds, warrants, futures and portfolio insurance products.

Applicants should have a strong academic background, including a degree in Economics, followed by industry specific training with an emphasis on equities and equity derivative products. Fluent Japanese and English are essential, and preferred candidates will also have an understanding of and sympathy with Japanese culture and business practices, resultant from living, working or studying in Japan. The successful candidate will be expected to be mobile in response to the Firm's global commitments. Good remuneration/benefits package.

Applicants possessing the above qualifications and experience should write to: T.G. West, Managing Director (Ref: 461), Associates in Advertising, Columbia House, 69 Aldwych, London WC2B 4DX.



## THE RECRUITMENT AND PERSONNEL SERVICES SURVEY

The Financial Times proposes to publish this survey on:

22nd June 1988

For a full editorial synopsis and advertisement details, please contact:

Paul Maravigna or Patrick Williams  
on  
01-248 8088 ext 4676 or 3694

or write to him at:  
Bracken House, 10 Cannon Street  
London EC4P 4BY



# ASSISTANT DIRECTOR

## UK EQUITIES FUND MANAGEMENT

The opportunity for a Fund Manager to take on a newly created leadership role in an expanding investment management firm.

This position will appeal to an accomplished UK Equities Fund Manager who is looking for the opportunity to move into a much more prominent role in an expanding Pension Fund business. The firm has doubled its client list over the last two years chiefly because of its consistently superior performance and a well-focused marketing strategy. This has led to the requirement for an additional Assistant Director to take responsibility for running part of the operation as a member of a highly committed, professional team.

Your immediate duties will include the management of the UK Equities portion of a number of client portfolios and regular participation in presentations to prospective clients. As new funds are added you will be required to recruit and manage your own team of Fund Managers. You

will also have full accountability for client reporting and a significant input into asset allocation and business strategy.

You are likely to be in your thirties with at least five years' good quality experience in UK Equities Fund Management. You will possess well-developed presentation skills, leadership potential and a strong desire to work in a meritocratic environment.

The position carries an attractive salary, car, performance-related bonus and full banking benefits. If you would like to be considered, please telephone Michael Thompson on 01-222 7733 for an initial discussion, or write to him in complete confidence at: John Sears & Associates, 2 Queen Anne's Gate Buildings, Dartmouth Street, London SW1H 9BP.

**John Sears**  
and Associates

A MEMBER OF THE SMCL GROUP

## RIED THUNBERG & CO., INC.

### GENERAL MANAGER

Ried Thunberg & Co., Inc. is a US based Financial Information Service, used by some 1500 Financial Institutions worldwide. The company is currently seeking a General Manager to supervise the upgrading of the company's present London generated services, together with the development of new and competitive information services. Also to develop an aggressive marketing programme to increase the company's market penetration substantially.

The successful candidate will have had at least 5 - 10 years experience with a Financial Institution most recently in a management role. He/she will be a capable business manager with evident administrative skills with the ability to call upon a wide range of contacts amongst the London financial community. A background connected with fixed income securities and foreign exchange products is essential.

A substantial remuneration package is available. Please send a CV and pertinent information to:

Ref BAJCM, Ried, Thunberg & Co., Inc.,  
Suites 3 & 4, 1st Floor, Jamaica Wharf, 2 Shad Thames, London SE1 2YU

## DEPOSIT BROKER

We are a well-established Broking House based in Munich with Bullion and Foreign Exchange branches in London, New York and Hong Kong.

We are currently looking for an experienced Deposit Broker for our Deposit Company in Munich. We offer a competitive salary and excellent prospects for the suitable candidate.

For further details please apply in writing or contact us by telephone.

DFS Deposit, Karlsplatz 3  
D-8000 Munich 2, West Germany

Tel: 89 59 74 87  
M. Andres, Managing Director

## EUROBOND SALES

We are seeking individuals with at least three to five years experience in institutional Eurobond sales. These individuals will be based in London and will receive a very competitive compensation package commensurate with the nature and scope of their past experience. They will be joining a team of sales and trading professionals that is ranked at the top of Euro-market participants.

Please send your c.v. and letter detailing your range of experience and account coverage to:

Eurobond Sales

Box A081, Financial Times,  
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Box A081, Financial Times,  
10 Cannon Street, London EC4P 4BY

All enquiries will be held in the strictest confidence.

**MORGAN STANLEY**



## CURRENCIES, MONEY AND CAPITAL MARKETS

## FOREIGN EXCHANGES

## Sterling pauses for breath

STERLING FAILED to capitalise on Monday's sharp gains and finished little changed in currency markets yesterday. Investors seemed to be reluctant to push the pound through the DM1.700 level.

The Bank of England was likely to intervene in order to try and stop such a move. However, dealers stressed that the authorities appeared to be operating with one hand tied behind their backs, since fears about higher inflation made it difficult to use another hand in base rates, as a means of controlling demand for the pound.

Far East trading saw sterling break through technical resistance at \$1.840, which should have provided renewed upward impetus, but business started in London on a very lacklustre note. While volume was quite respectable, there was no serious attempt to push the pound to new highs.

Its exchange rate index finished at 78.5, unchanged from Monday, after opening at 78.6. The pound rose to \$1.839 from \$1.837, but slipped against the D-Mark to DM1.695 from DM1.698. It was also lower in terms of the yen at ¥224.25 compared with ¥224.50. Elsewhere it fell to SF1.6250 from SF1.6265 and FRF1.7075 from FRF1.7225.

The dollar was confined to a very narrow range before slipping to finish towards the day's lows. Dealers stressed that there were too many key factors due over the next week to risk taking out fresh positions now. Apart from the US Treasury's refunding programme, which started last night with \$3.75bn of three-year notes, traders were also awaiting the release next week of US and Japanese trade figures.

Against the D-Mark, the dollar fell to DM1.6780 from DM1.6820 and ¥124.40 from ¥124.80 in yen terms. Elsewhere it closed at SF1.3940, down from SF1.4005 and FRF1.6900 compared with FRF1.7050. On Bank of England figures, the dollar's exchange rate index fell from 92.8 to 92.6. A further rise in Euro-dollar rates failed to provide much support.

D-MARK-TRADING range against the dollar in 1988 is 1.7120 to 1.5850. April average 1.6728. Exchange rate index 145.5 against 151.4 six months ago.

A lack of interest in the dollar left trading almost at a standstill in Frankfurt yesterday. The US Treasury's refunding package and the release of March trade figures next week appeared to attract most attention.

Despite a small increase in US interest rates, the Bundesbank left its money market intervention rate unchanged. The dollar closed at DM1.6780 from DM1.6820 on Monday. With several important statistics appearing over the next week, most investors seemed content to square their positions and wait.

JAPANESE YEN-TRADING range against the dollar in 1988 is 131.15 to 122.75. April average 124.92. Exchange rate index 245.1 against 223.0 six months ago.

The dollar traded quietly in Tokyo, easing a little against the yen but remaining steady elsewhere. Attention tended to focus on tomorrow's 30-year US bond auction, regarded as the most important of the three tenders.

The US unit closed at ¥124.40, down from ¥124.80 in yen terms. Elsewhere sterling held on to most of its earlier gains, but finished just below its best level on light profit taking.

ESTIMATED VOLUME TOTAL, CASH 1543 Pts 1849 Previous day's open: CASH 1500 Pts 4232

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## FINANCIAL FUTURES

## Trading lacks incentives

ACTIVITY ON the London futures market was very subdued yesterday. Dealers said the volume on long term gilt futures was the lowest since "big bang" 18 months ago, indicating the general lack of incentive to adopt positions at present.

June long gilts moved in a very narrow range on Liffe, between 119.31 to 120.06, to close unchanged at 120.04.

The present level of stop loss selling orders in the region of 119.20 to 119.21, following the sharp plunge in the contract to a low of 119.22 on April 28. But this is well below the current trading range, and without a fresh incentive it seems unlikely there will be an early attempt to hit these stops.

At the same time it will probably take a rise in UK bank base rates, and a steepening of the yield curve, to encourage significant buying of long gilts. The strength of sterling makes this

equally unlikely in the immediate future.

Turnover in three-month sterling deposit futures was on roughly the same level as long gilts. June delivery closed at 91.42, compared with 91.41 on Monday.

Dealers commented that the greatest potential for movement appeared to be from profit taking. If the pound fails to maintain its renewed surge of strength seen on Monday.

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## WestLB

Fixed Income and Equities Trading - for dealing prices call:

Düsseldorf Westdeutsche Landesbank, Head Office, P.O. Box 1128 4000 Düsseldorf 1, International Bond Trading and Sales Telephone (211) 8 26 31 22/8 26 37 41, Telex 858188/8581882

London Westdeutsche Landesbank, 41, Moorgate, London EC2R 6AE/UK Telephone (1) 638 6141, Telex 887 984

Luxembourg WestLB International S.A., 32-34, boulevard Grande-Duchesse Charlotte, Luxembourg, Telephone (352) 4 47 41-43, Telex 16 78

Hong Kong Westdeutsche Landesbank, 8A Tower, 36th Floor, 12 Harbour Road, Hong Kong, Telephone (852) 8 42 02 88, Telex 75142 HX

One of the leading Marketmakers WestLB Westdeutsche Landesbank

## Company Notices



FRANCE'S LEADING FOOD AND BEVERAGE GROUP

RESULTS FOR THE FIRST QUARTER OF 1988			
The BSN Group recorded consolidated sales of 9.91 billion French francs for the first quarter of 1988 compared with 9.01 billion French francs for the same period in 1987.			
Sales by division break down as follows:			
(in millions of French francs)	1988	1987	
Dairy Products	2,650	2,527	
Grocery Products	2,513	2,225	
Biscuits	1,875	1,647	
Beer	1,333	1,034	
Champagne, mineral water	765	673	
Containers	1,166	1,115	
Inter-Group sales	10,202	9,271	
GROUP	9,911	9,014	

On a comparable basis and unchanged exchange rates, the evolution by division is as follows:

Dairy Products	5.3%
Grocery Products	7.0%
Biscuits	4.3%
Beer	12.9%
Champagne, mineral water	12.5%
Containers	3.6%
GROUP	8.6%

Swiss Bank specialising in ship finance is looking for an EXECUTIVE

Who has an experience of ten to fifteen years in ship finance and preferably in Maritime Law, capable of a very conservative assessment of ship loan applications. Compensation and benefits commensurate with the position. If such a challenging activity appeals to you, please send your resume in confidence to the Personnel manager, Cipher... W 18-118559, PUBLICITAS, CH-1211 Geneva 3.

I.G. INDEX LTD, 9-11 GROSVENOR GARDENS, LONDON SW1W 0BD Tel: 01-828 7233/5699 Reuters Code: IGIM, IGIO

May 1422/1434 +4 May 1777/1789 +3 May 1999/2013 +10 Jun 1423/1435 +5 Jun 1778/1790 +3 Jun 2001/2015 +10 Prices taken at 5pm and change is from previous close at 9pm

## THE CORPORATE INVESTOR'S PHONE CHECK LIST

When you're investing your company's surplus funds, naturally you're not going to accept the first rate you're quoted. Yet with the urgency of firming up a deal, it's tempting to ring the banks you already know and trust.

May we suggest Forward Trust Treasury Services as a new contender however? We are part of the Forward Trust Group which is a major supplier of corporate finance with assets in excess of £2,500 million. We are ideally placed to quote you competitive rates, over any period you wish to invest.

Just ring us on 01-588 2333 and we will be happy to discuss the amount and length of your investment, and quote the right interest rate there and then. You only then need to simply telephone your bank to authorise the transfer.

If you prefer, we will be delighted to send you a copy of our Treasury Services brochure for Corporate Investors.

FORWARD TRUST TREASURY SERVICES 01-588 2333 MAKING MONEY MAKE MONEY

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## MONEY MARKETS

## Nerves calmed

THERE WAS little change in interest rates on the London money market yesterday, while in New York and Frankfurt action by the Federal Reserve and Bundesbank tended to relieve some of the nervousness about tighter monetary policy.

This week's surge by sterling has quelled fears that UK bank base rates are about to rise, and three-month interbank was unchanged at 84.84 p.c.

The Bank of England initially forecast a money market shortage of \$500m, but revised this to \$250m at noon. Total help of \$711m was provided.

An early round of assistance was offered, and at that time the authorities bought \$571m bills outright, by way of £1m Treasury bills in band 1 at 7% p.c., \$224m bank bills in band 1 at 7% p.c., \$303m bank bills in band 8 at 7% p.c., and \$41m bank bills in band 4 at 7% p.c.

Before lunch the Bank of England purchased another \$79m bills, through \$33m bank bills in band 1 at 7% p.c., \$46m bank bills in band 3 at 7% p.c., and \$5m bank bills in band 4 at 7% p.c.

In the afternoon the authorities bought \$12m bills, via \$15m bank bills in band 3 at 7% p.c., and \$1m bank bills in band 4 at 7% p.c. Late assistance of \$45m was also provided.

Bills maturing in official hands, repayment of late assistance, and a take-up of Treasury bills drained \$300m, with the unwinding of repurchase agreements on bills absorbing £140m, and bank balances below target \$20m. These factors were partly offset by Remyer transactions adding \$500m to liquidity, and a fall in the note circulation of \$20m.

In New York the Federal Reserve added funds to the banking system through two-day system repurchase agreements. There had been speculation the Fed would use the less forceful method of adding liquidity through customer repurchase agreements, as part of a general tightening of its monetary stance.

In Frankfurt call money was unchanged at 3.89 p.c. The market was said to be relieved that the West German Bundesbank offered 34-day funds at this week's securities repurchase agreement tender, at an unchanged 3.25 p.c.

FT LONDON INTERBANK FIXING

FT LONDON INTERBANK FIXING

FT LONDON INTERBANK FIXING

## FT LONDON INTERBANK FIXING

01.00 a.m. May 10 3 months US dollars

6 months US dollars

12 months US dollars

3 months UK sterling

6 months UK sterling

12 months UK sterling

3 months Euro

6 months Euro

12 months Euro

3 months Yen

6 months Yen

12 months Yen

3 months Swiss franc

6 months Swiss franc

12 months Swiss franc

3 months Japanese yen

6 months Japanese yen

12 months Japanese yen

3 months Australian dollar

6 months Australian dollar

12 months Australian dollar

3 months New Zealand dollar

6 months New Zealand dollar

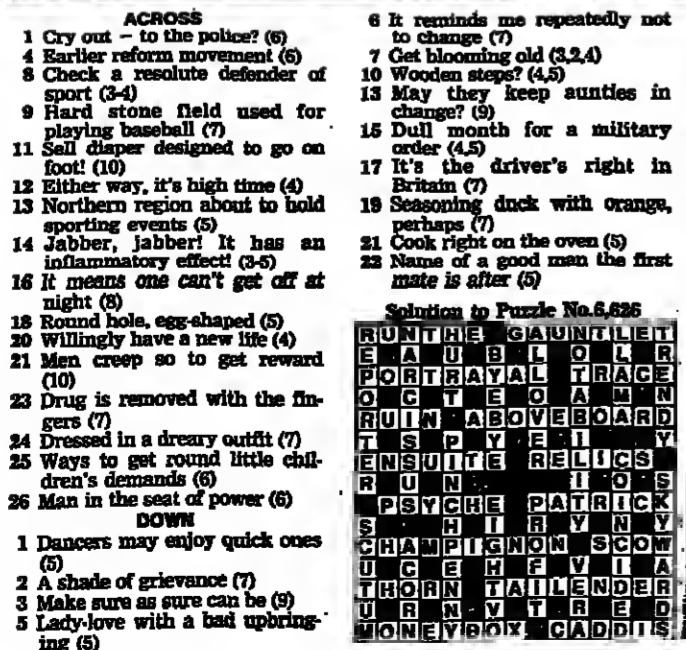
12 months New Zealand dollar

**FT UNIT TRUST INFORMATION SERVICE**

## BASE LENDING RATES

## JOTTER PAD

**SET BY DANTE**

[illegible]

Small Companies	33.2	35.6	-0.1	0.98	Japan Smaller Co's	117.7	124.5
Ull New Generation	36.0	39.1	-0.2	1.15	(Accret Units)	110.5	120.5

-1.4	0.00	WPI W/ wide	25.1	24.9	-1.9	3.2	High Inc Port Inc	25.1	24.9	-1.9	3.2
-0.6	0.00	(Account Units)	395.9	419.2	-5.3	3.2	High Inc Port Acc	25.1	24.9	-1.9	3.2
-0.7	0.00	NPI W/ wide Acc	51.9	35.2	-0.2	2.2	W/ wide Tack Port	25.1	24.9	-1.9	3.2

**on next page**

**FT UNIT TRUST INFORMATION SERVICE**[illegible]

[illegible]

1954

### INDUSTRIALS (Miscel.)—Contd.

[illegible]

**65-10497** Complaint  
Tribal Justice  
Small & Simple Trial

[illegible]

180	172	White & Wood, Inc.	172	172	172
130	112	Ruppert	112	112	112
122	104	Do. W.	104	104	104

[illegible]

280	270	THRU MILE HW	279	U.S.	1.4	1.3
108	91	Thompson T-Live 50	93	K1.5	2.2	2.2
188	148	TNT ASO 50	177	Q15c	2.9	3.3

[illegible]

75	60 Wyto Group	2.6	2.6	2.6
205	160 Wyndham Grp	12.0	12.0	12.0

252	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
252	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857																																																																																																																																															





**TORONTO**  
*Closing prices May 10*

[illegible]

**Nasdaq national market, closing prices**

Stock	Sales	High	Low	Last	Chng	Stock	Sales	High	Low	Last	Chng	Stock	Sales	High	Low	Last	Chng	Stock	Sales	High	Low	Last	Chng	
(Stock)	(Hdts)					(Hdts)						(Hdts)						(Hdts)						
Continued from Page 47																								
MicroT	26 7418	22 1/2	21 1/2	22 1/2	+	PCF	28 877	0	14	14		SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	10 2052	10 1/2	10 1/2	10 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
MicroS	32 2 16 12	22 1/2	21 1/2	22 1/2	+	PCE	33 369	26 1/2	26 1/2	26 1/2	+	SP&S	2	8 2321	41 1/2	40 1/2	41 1/2	+	20Cm	36	12	11	12 1/2	16 1/2
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CHIEF LONDON PRICE CHANGES YESTERDAY									
(Prices in pence unless otherwise indicated)									
RISERS					FALLS				
Carless Cap.	123	+ 5	Brent Walker	383	10	Electric	37 7/8	-6 1/4	-43
Cons. Gold Fields	998	+ 3	Centreway Trust	367	28	Japan Steel Works	27 3/8	-7 1/2	-10
Goal Pet.	127 1/2	+ 14 1/2	Courtside	367	9	Yokohama	23 7/8	-5 1/2	-3
Laird	242	+ 7	English China Clay	440	9	Yoshida	21 1/2	-8 7/8	-17
Manganese Bronze	262	+ 13	Harris Queensway	152	- 6				
Royal Ind.	434	+ 10	McCarthy & Stone	473	20				
Stanhope Props.	293	+ 3	Seas	122	6				

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Continued on Page 47

# NYSE COMPOSITE CLOSING PRICES

Stock	High	Low	Open	Close	Change
Continued from Page 46					
AT&T	125.00	124.00	124.00	124.00	-0.50
IBM	125.00	124.00	124.00	124.00	-0.50
Microsoft	125.00	124.00	124.00	124.00	-0.50
Oracle	125.00	124.00	124.00	124.00	-0.50
Sun	125.00	124.00	124.00	124.00	-0.50
Unisys	125.00	124.00	124.00	124.00	-0.50
Wang	125.00	124.00	124.00	124.00	-0.50
Yale	125.00	124.00	124.00	124.00	-0.50
Zelus	125.00	124.00	124.00	124.00	-0.50
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# AMEX COMPOSITE CLOSING PRICES

Stock	High	Low	Open	Close	Change
Continued from Page 46					
AT&T	125.00	124.00	124.00	124.00	-0.50
IBM	125.00	124.00	124.00	124.00	-0.50
Microsoft	125.00	124.00	124.00	124.00	-0.50
Oracle	125.00	124.00	124.00	124.00	-0.50
Sun	125.00	124.00	124.00	124.00	-0.50
Unisys	125.00	124.00	124.00	124.00	-0.50
Wang	125.00	124.00	124.00	124.00	-0.50
Yale	125.00	124.00	124.00	124.00	-0.50
Zelus	125.00	124.00	124.00	124.00	-0.50
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# OVER-THE-COUNTER

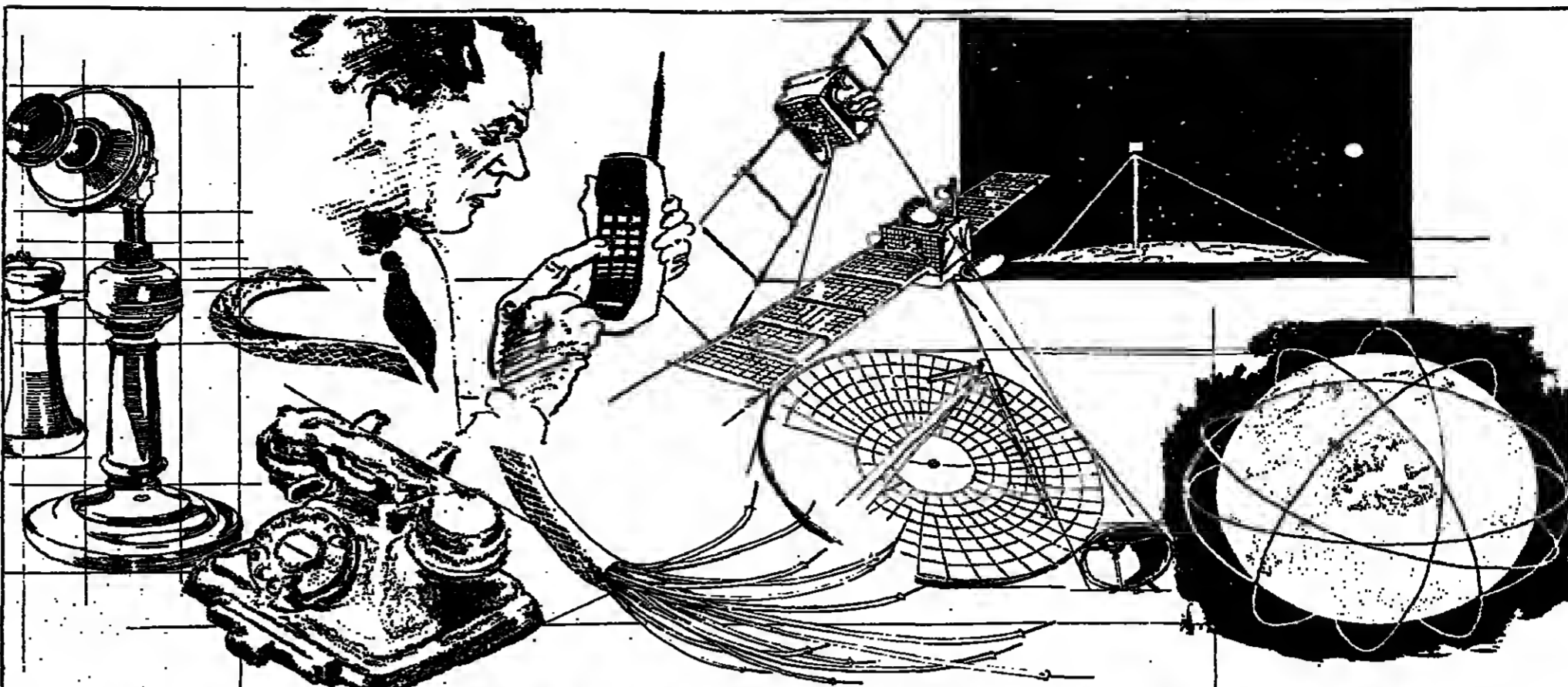
Stock	High	Low	Open	Close	Change
Continued from Page 46					
AT&T	125.00	124.00	124.00	124.00	-0.50
IBM	125.00	124.00	124.00	124.00	-0.50
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Oracle	125.00	124.00	124.00	124.00	-0.50
Sun	125.00	124.00	124.00	124.00	-0.50
Unisys	125.00	124.00	124.00	124.00	-0.50
Wang	125.00	124.00	124.00	124.00	-0.50
Yale	125.00	124.00	124.00	124.00	-0.50
Zelus	125.00	124.00	124.00	124.00	-0.50
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# FINANCIAL TIMES SURVEY

**While the world telecommunications industry is changing at frenetic speed, the European sector is struggling to meet strong competitive challenges from US and Japanese suppliers. Terry Dodsworth, Industrial Editor, looks at Europe's latest responses to these market pressures.**



Telephone services are now expanding at a bewildering pace away from their roots in simple voice telephony, moving into a range of data and information services delivered by a variety of means, from old-fashioned telephone lines to satellites in the sky. (Illustration: Ann Chasseaud).

## The pressure intensifies

## European Telecommunications

THE WORLD telecommunications show in Geneva last October was an enormous extravaganza, glittering with conspicuous expenditure on lavish stands that cost some of the exhibitors several millions of dollars. But most companies argued that the display was well worth the money. It demonstrated an industry on the move, a business which is full of new ideas, brimming with self-confidence, and expanding with a verve not seen in decades.

For the European industry, however, there were a number of sobering elements in the show. It indicated, for a start, the strength of the competitive challenge the telephone operating companies face from the American computer manufacturers, now moving increasingly into the business of manipulating data over the telephone lines; it equally underscored the aggressive marketing drive by foreign equipment manufacturers from America and Japan; and most of all, it displayed the frenetic speed at which the telecommunications industry is changing today, propelled forward by the shift into an era in which information has

become as valuable a commodity as oil or iron ore.

The European industry has creaked into gear to cope with these challenges, but there is no certainty yet that it is well enough oiled to stand long-term comparison with its main competitors from the US and Japan.

The nature of this competitive threat falls into two broad categories. On the one hand there is the business of equipment manufacturing, a market that is worth ECU 17.5bn in Europe alone, and where there have been signs that the European industry is losing pace overseas; and, on the other, there is the burgeoning and complex activity of telephone services. These are now expanding at a bewildering pace away from their roots in simple voice telephony, moving into a range of data and information services delivered by a variety of means, from old-fashioned telephone lines to satellites in the sky.

In the last year or so, Europe's response to these market developments has gathered pace enormously. Among the new initiatives are:

- The merger of the telecommunications manufacturing interests of the General Electric Company and Plessey in Britain to create GPT, a joint venture with sales of £1.2bn a year.
- Other moves towards manufacturing integration, such as the earlier, and much larger amalgamation of the telephone businesses of ITT and Alcatel, and the Ericsson takeover of CGCT in France.
- The creation of three international consortia organisations to bid for contracts to set up pan-European digital cellular car phone networks in the early 1990s. This followed a pace-setting agreement by European Governments to adopt a common standard for the next generation of car phones so that equipment can be used universally throughout the region.
- An agreement between STC of the UK and Northern Telecom of Canada under which the two companies will collaborate in certain areas of research and marketing.
- A breakthrough by the UK's Cable and Wireless in Japan, where it will have a significant stake in one of the new interna-

tional telephone service operators.

- The establishment of the first cross-frontier European electronic data interchange services, whereby suppliers and their customers throughout the region can be brought together to submit orders and invoices.
- Indications that Telefonica of Spain is beginning to make progress in sales to Soviet Russia.
- The acceleration of moves to develop the digital cordless telephone industry. So far largely based in Britain, there are signs that this technology may be adopted in France, particularly the idea of a system of establishing special public locations where users may place calls with their portable handsets into the public system.
- The publication of the report of the West German Commission on telecommunications reform led by Prof Eberhard Witte. This advocated significant liberalisation of the Bundespost's services, although stopping short at suggestions that the country should adopt a second basic telephone service operator.
- An initiative to streamline standards-setting in Europe

through a new European Telecommunications Standards Institute. The aim is to work towards less cumbersome procedures that help integration in the region by a move to common standards.

Looming over all these developments today stands the European Commission. Last year, the Commission published its Green Paper on telecommunications, a policy document on which it is basing a determined attempt to seize the initiative in the search for a coherent approach to telecommunications in the region. If it succeeds, this programme will establish rules to make a genuinely open market in equipment within the EC, and it will also lay down clear guidelines for the public telephone operators to prevent them from stifling the growth of new services.

Underlying the Commission's move is the belief that modern economies need efficient and flexible telecommunications if they are to realise their potential. The old structures of the industry, it is argued, are too rigid for the present climate; manufacturers need larger markets over which to amortise their products, and the service operators must become more responsive to users — particularly the big business customers demanding far more than straightforward voice communications.

Following extensive comment on the Green Paper, the Commission is now moving into gear to try and accelerate the pace of change. Its first step was a controversial recent attempt to abolish the national monopoly systems under which telephone subscribers are frequently forced to buy terminal equipment — handsets, office exchanges, modems and so on — from the national telecommunications system operator.

Critics have objected to this move on account of the procedure adopted by the Commission — a straightforward directive — rather than the content of the decision, since there is widespread agreement on the terminal equipment issue.

There is also broad acceptance within the Community of the Green Paper's proposal to split the regulatory and operational functions of the telephone network companies. The idea here is to put the telephone service groups on the same footing as

start-up companies moving into the data and information business: the traditional operating companies will not be able to regulate competition away.

It will be much more difficult, however, for the Commission to push through its most radical proposal — a new system for standardising the telephone network across Europe in a way that provides fair and equal access to basic transmission facilities for anyone. The principle underlying this proposal is that the service operators should offer standardised facilities for technical interfaces (the method of connecting to the network), conditions of use, and tariff structures.

These reforms would have far-reaching implications. Under the Open Network Provision (ONP), as it is called, signalling standards would be common, so that a service set up in one country would work automatically in another. There would also be similar agreements, country by country, on issues such as the resale of spare capacity on a leased telephone line, or delivery periods for new equipment. There are plenty of sceptics who believe that the Commission is being hopelessly optimistic in its belief that these reforms can be achieved by 1992. The traditional service operators, it is argued, have invested too much in their individual approaches to want to make expeditious changes.

Underlying this argument is the belief that the familiar old telecommunications service companies do not have the zip or entrepreneurial flair to respond to the demands of the new information era. But if they do not react, they face an uncertain future. They now have to pick up the gauntlet or suffer a slow decline in their powers.

- ON OTHER PAGES
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  - Re-organisation and alliances; trade frictions: page 4.
  - Cellular systems: profile, GEC-Plessey: page 5.
  - Cables and satellites: value added services; profile: Alcatel group: page 6.
  - Electronic mail: new telephone systems: page 8.
  - National reports: pages 10-12.

# TELECOMMUNICATIONS

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## EUROPEAN TELECOMMUNICATIONS 2

## The European Green Paper

## Tough road to 1992

FOR THE champions of Europe's information economy, the failure to create a homogeneous market place in electronics and telecommunications has long been a cause for concern.

Purely national approaches, it has been argued, have denied these industries the proper economies of scale and scope needed to compete with their US and Japanese rivals and threatened the climate in which many new services might grow.

Yet despite the logic of these arguments, Europe today remains a patchwork of divergent tariff, certification and procurement policies. And if the ideal of a common internal market for trade in equipment and services has found few dissenters, the reality of breaking down the cultural, political, economic, social and technical barriers to co-operation has, to date, proved overwhelming.

It is against this background that the European Commission has set its ambitious target of creating a common internal market for trade in telecommunications equipment and services by 1992. The Commission's blueprint for opening up Europe's markets was contained in its long-awaited Green Paper on telecommunications published last June.

This discussion document was intended to reflect the radical technological advances that have taken place in recent years and to anticipate further service developments. As such, it went far beyond previous proposals in calling for a major restructuring of the European market place and common approaches between governments in key policy areas.

Building on the existing lines of action begun by the Commission in 1984, the Green Paper sought to promote a large degree of competition across the equipment and services sectors, while at the same time safeguarding the right of monopoly provision of basic service in member states by the post and telecommunications authorities (PTTs).

The sweeping changes recommended by the Commission covered the complete opening of the terminal equipment market, free provision of all value-added services, the clear separation of the regulatory and operational functions of the PTTs, a ban on cross-subsidies in any areas open to competition, definition of a framework for Open Network Provision, the creation of a European Telecommunications Standards Institute (ETSI), liberalisation of some satellite services, the harmonisation of tariffs across Europe, and the formation of a consistent trade and external relations policy.

The fact that the Green Paper stopped short of recommending competition on the basic voice telephone network was later endorsed by draft legislation in France and West Germany, which both rejected option of a UK Mercury-style second carrier.

In this regard, it is no coincidence that the major area of disagreement over the Green Paper centred on competition in satellite services. The threat of bypassing the public telephone networks by two-way satellite links has long been anathema to the PTTs, and it now looks as if it

will be some time before an "open skies" policy will be achieved in Europe.

Despite the divergence of opinion on this matter, however, the Commission found enough common ground to come up with concrete proposals which it intends to implement to a specific timetable. Its step-by-step approach will take the form of a series of directives.

The first of these, for the complete opening of the terminal equipment market by the end of 1990 has, not without controversy, already been issued.

A second, on the procurement of public network equipment, is expected in the summer, with progressive opening of the services market is planned to begin in 1989.

While consensus seems to exist on the substance of these direc-

tives, signs of strain have surfaced over the legal basis for implementing them. At an informal meeting of posts and telecommunications Ministers held last week, the Commission confirmed that it would proceed with plans to ban national monopolies in the Community's telecommunications terminal markets through the rarely used Article 90 of the Treaty of Rome.

While all the member states, with the exception of the Netherlands, took exception to what they saw as the setting of an undesirable precedent in the use of Article 90, the Commission argued that its only alternative would have been to take case-by-case legal action against the PTTs.

The possible extension of ITU rules to new services has raised the tantalising question of whether the Treaty of Rome or the WATTC regulations would hold legal precedence if differences were to arise. As a result, the Commission is urgently seeking an agreed position among the member states before the WATTC meeting in November.

Overall, then, are the Commission's plans for Europe-wide integration by 1992 realistic? Certainly many questions remained unanswered. The Green Paper is, for example, extremely vague on how its provisions will actually be enforced.

Moreover, major problem areas that exist within the telecommunications field today have been either not addressed or conveniently sidestepped.

These include a precise definition of just what a basic or value added service is; the treatment of private networks; the monopoly implications of new Intelligent Network technologies; the need for a coherent position regarding the future regulation and development of satellite communications in the Community; and the formation of a firm position on Europe-wide tariff structures.

On a more political note, the implications of liberalisation for the poorer regions of the Community do not seem to have been fully analysed. The Green Paper appears to ignore the significant differences that prevail between the telephone penetration rates in the peripheral countries and in the countries at the heart of the Community.

While much progress has been in the Commission's attempts to crack the past feudalism of the European telecommunications market, a tough road lies ahead. The acid test will come when the more headline PTTs are brought face-to-face with such realities as tariff alignment.

Dennis Gilhooly

define the access conditions for value added service providers seeking to use the network, and set up a code of practice whereby the PTTs would guarantee delivery periods, quality of service, maintenance levels and conditions of use.

A plan for open provision of private leased lines will be published by the Commission in October, with general public data networks and the integrated services digital network following in 1989.

The forthcoming World Administrative Telegraph and Telephone Conference, which is organised by the United Nations International Telecommunication Union (ITU) agency, has come under scrutiny because of its potential conflict with the Green Paper in moving towards a more liberal regulatory regime.

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Dennis Gilhooly

## European liberalisation

## Debate on approaches

MARKET LIBERALISATION has emerged as one of the main themes in the drive to reform the telecommunications industry over the last decade.

Indeed, deregulation is talked of so widely that it is tempting to see it as a single, coherent notion of a development path for both manufacturers and service providers. But the reality is very different.

In practice, liberalisation has significantly different connotations in different countries. This is largely because the starting point from which the legislators are tackling reorganisation at a local country level is so varied.

Telecommunications has historically been among the most carefully regulated industries, directly controlled by the State in most cases, and, if not, scrupulously monitored by independent agencies. These have proved fruitful conditions for developing unique national structures which do not respond easily to demands for freer cross-frontier trade.

The debate centres on two independent, though connected, areas of activity - equipment manufacturing and telephone service delivery.

These two business sectors have been linked together throughout the world because of the telephone service operators' need for a reliable source of network equipment.

To ensure this, the telephone companies historically invested on their own account in research and development, collaborating with suppliers by either setting up their own equipment companies (as in the US), farming-out production to a controlled consortium (as in Japan), or guaranteeing markets for the equipment companies (as in most European countries).

Unscrambling these is proving easier to tackle at the equipment level than in the provision of telephone services. Indeed, the characteristics of a basic telecommunications network - its need for easy connectivity between subscribers and the demand for virtually universal connections - give it a shape into which it is not easy to inject competition.

Even on the equipment side there are problems, mainly centered on the main switches that form the control system of a telecommunications network. The design of these telephone exchanges is a crucial element in the architecture of the network as a whole.

This, in turn, means that the service operators have to be intimately involved in the development of the switches: they cannot simply buy new products off-the-shelf on the basis of straightforward price competition.

For this reason, liberalising the market in these more sensitive areas of basic network equipment is proving tricky.

Deals such as the takeover of ITT's telecommunications business by Alcatel of France, for example, are clearly driven by increasing research and investment costs, and the need to

telephone system to offer special information services?

In general, European countries, with the exception of the UK, appear to be opting for the network monopoly provision for the network at the same time, most are moving towards steady deregulation of information services - generally known as value added networks.

All of these changes are taking place within a dual framework of individual national activity and initiatives by the European Commission. Increasingly, however, the Commission is putting itself

and highly individualistic, service provision.

Despite these imbalances, however, the Commission's initiatives have led to a series of independent national reform programmes. Perhaps the most important of these is in West Germany, widely regarded as the key market in Western Europe because of the commanding size of the economy and the extraordinary influence of the Bundespost, the local service operator, and the largest civil employer in the region.

Following the Witte report last

	Terminal Equipment Regulatory Supply Conditions									
	First Telephone Set	PBX's	Mobile Telephones	Radio Pagers	Modems	Telex Terminals	Telex Terminals	Facsimile Terminals	Facsimile Terminals	Facsimile Terminals
W. Germany	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
France	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Italy	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Netherlands	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Belgium	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Luxembourg	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
UK	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Ireland	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Denmark	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Greece	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Spain	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly
Portugal	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly	Monopoly

spread this expenditure over a wider market; but the scope for widespread change on this front is limited.

This said, however, various other categories of equipment supply are rapidly being opened up to competitive forces in Western Europe.

Taking the lead from the UK, where the market was thrown open in 1983, a number of European countries now allow unregulated installation of a wide variety of private equipment - telephone receivers, for example, or office exchanges and modems for converting data and voice signals.

Widespread monopoly control by the service providers only exists today in the one area of the first telephone receiver, a part of the market that has been deregulated only in France and the UK within the European Community.

On the telephone network side, two issues have emerged in the debate over deregulation: to what extent should the basic operation of the system be opened up to competition? And under what terms should independent competitors be allowed to use the

in the driving seat in an attempt to co-ordinate developments in a way that will simplify and standardise telecommunications services throughout the Community.

At the centre of this co-ordination effort lies the Green Paper on telecommunications, which sets out a series of steps for achieving an unobstructed market by 1992. Already, the Commission is moving on these recommendations, with a controversial constitutional move now under way to ban national monopolies in terminal equipment.

Later this year, the Commission is aiming to have detailed plans ready for a standard approach to leasing out public telephone lines to private operators across Europe.

The problem the Commission faces in pushing through this liberalising programme, however, is underlined by the marked contrasts that exist between telephone services in different countries. Unlike the US, where deregulation has taken place against the background of a relatively homogeneous continental market, Europe's telephone system is entirely based on national,

year, Germany now appears committed to freeing the terminal equipment market, splitting the regulatory function away from the network operator, and allowing competition into every service area other than voice telephony.

It has also recently injected more competition into satellite communications and mobile services; and, even in the area of voice telephony, the Witte report has created the opportunity for a challenge to the monopoly by stating that services mixing voice and data should be liberalised.

Of the three other leading Community markets in France, Britain and Italy, the first two are now well down the road to broadly liberalised operations, although only the UK has moved as far as launching a new network competitor in the basic field of voice telephony.

Italy is talking of legislation to split regulatory functions away from the service provision, but its main focus at present is on a crash investment programme to modernise its network.

Terry Dodsworth

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## EUROPEAN TELECOMMUNICATIONS 4

## Re-organisation and alliances

## Industry as restless as ever

**DYNASTIC MARRIAGES**, annexations and *Habsburgs* continue to change the face of the sector as corporations manoeuvre for advantage.

As regulatory barriers fall and technology advances, European telecommunications companies have found themselves particularly ill-prepared for survival in the changed landscape. Traditionally, the European market is nationally fragmented, protectionist and poorly developed. It is dominated by the national postal and telecommunications states monopolies (PTTs), which are often locked into cosy relationships with national suppliers.

The 1980s have brought two particular problems for European companies: how to secure these national markets as liberalisation breaks down the barriers around them, and how to penetrate the international markets necessary to underpin success. The answer to both has been sought in national and trans-national link-ups.

The last decade has seen a flurry of such courtships in every market as the industry has reorganised itself. Alliances, joint ventures, mergers, acquisitions, and collaborations have multiplied. The structure of the international industry, which had been organised along national lines with clear distinctions between hardware manufacturers, service providers and customers has been slowly evolving into a far more complex series of family relationships.

Companies in Europe, Japan and the US have come together, propelled by changes in the industry's dynamics:

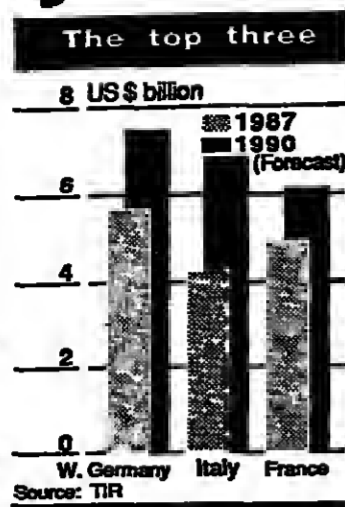
□ The rising cost and importance of research and development encourages the pooling of R and D expenditure.

□ The internationalisation of hardware and service markets has put a premium on international marketing skills and secure market access.

□ The so-called convergence factor has encouraged telecommunications companies to seek out data processing companies, and vice versa.

□ Hardware and service providers on the one hand, and customers on the other, have come together to develop new value-added network services.

Public switching equipment, the hub of the telecommunications network, is at the centre of



**EUROPE'S TOP 10 MARKETS (1987)**

Telecommunications equipment

Country	\$bn
West Germany	6.1
France	4.9
Italy	4.5
UK	3.4
Spain	1.8
Switzerland	1.1
Sweden	1.0
Austria	0.8
Netherlands	0.6
Norway	0.5

Source: Telecommunications Industry Research (TIR)

the reorganisations. Rising costs make it essential to share production and seek larger markets; the increasing sophistication of the machines makes them phenomenally expensive, not only to produce but also to upgrade as digital technology advances. As the PTTs invest in the new digital exchanges, the main players in the public switching market are fighting for survival on the one hand, and profits on the other.

European companies have been at the heart of many of the complicated transactions. From outside Europe the major players have sought entry to the continent's protected markets, through, for instance, AT&T's joint venture with Philips of the Netherlands and its attempted purchase of CGCT, the French company. From within the continent, Europe's telecom giants

have sought market access to the US by means of acquisitions, such as Plessey's purchase of Stromberg-Carlson in the US, and joint venture, such as the link-up between Siemens and GTE of the US.

One venture, in its potential for European industry if not its size, overshadows all the other European marriages of convenience. In 1986 CGE of France picked up the remaining telecommunications interests of ITT of the US, forming Alcatel. The new combine with projected sales of over \$8bn has interests in several European countries as well as France, notably in West Germany.

In the second half of a well-managed package, CGCT, France's second largest telecoms manufacturer, was sold to LM Ericsson of Sweden, despite protests from the Germans and Americans that either Siemens or AT&T were the rightful victors. The deal seemed to many in the industry to be an elegantly pragmatic French solution to the problem of their telecommunications industry.

Selecting a partner is not easy, as recent events in Italy and the UK have shown. Italel and Telettra, Italy's two telecommunications companies, sought to find terms for a merger for two years before abandoning attempts earlier this year. GEC and Plessey of the UK, after a messy and failed takeover battle by the former for the latter, sank their differences and formed a joint venture of their interests in the System X exchange earlier this year.

One important consideration is how far national solutions can remain desirable or practical given the importance of penetrating global markets, and the relatively small size of even the combined sales of European companies.

With the level of employment involved, the strategic gains from high technology industry, and the domestic sensitivity of the telecommunications industry, national solutions often seem politically attractive, though they may be economically dubious.

But the alternative - seeking partners outside the domestic market, perhaps outside Europe - raises other problems. How far can a venture with a much larger combine ever be on an equal footing?

It remains to be seen just how

joint many of the joint ventures are, and how long they will survive. The present situation of tangled alliances is likely to prove only a halfway house to a broader international consolidation.

Conducting joint ventures brings its own problems. Separate organisations with diverse product ranges and management styles operating across international borders may hope for synergy, but they often find conflict. Nor is commercial success guaranteed, as APT - the joint venture in public switching equipment between AT&T and Philips of the Netherlands - has found.

The venture has failed to make much headway since its foundation in 1984 as a vehicle to sell AT&T technology in Europe. It has sold public exchanges for main networks only to the Netherlands, as well as some specialised equipment to the UK. Nor has AT&T found its joint venture with Olivetti an entirely happy experience. Other joint ventures have been concluded on the basis of inadequate or misleading projections of market demand.

The key to Europe's role in the emerging global telecommunications industry almost certainly lies in the coming liberalisation of the sector within the EC, under the guidelines sent out in last year's Green Paper. With it will come a major opportunity to create European-based manufacturing alliances that can compete in international markets with the North American and Japanese titans of the industry. But it also poses the threat of increased competition at home and lost domestic market share for the existing European giants.

If the spread of reorganisations and alliances has as yet raised more questions than it has answered, the answers thus may not be long in coming. Liberalisation of the European market will inevitably lead to a shake-out as telecom's markets mature.

Some European companies may find their place in niche markets; a few will become major global players; and others will be subsumed or will disappear altogether. Corporate marriages made in haste now, may be repented at leisure then.

Andrew Marshall

## International trade frictions

## Potent source of conflict

**DISPUTES** over telecommunications are a recent arrival on the global trade agenda. But the progressive - albeit slow - liberalisation of the sector, coupled with changes in its economic structure, have destabilised its political dynamics, making it a potent source of political conflict.

Europe is caught in the middle of this, facing on the one hand the increasingly aggressive market opening tactics of the US, on the other the difficulties of selling its products in Asia and maintaining its market share in the third world.

The industry has traditionally been structured in terms of national economies and national regulation. Services and equipment were developed primarily for national networks, with manufacturers existing in a comfortable symbiosis with the national monopoly utility service providers (PTTs). The scope for trade conflict was small.

But a series of developments in the economics of the sector have begun to break down this rigid segmentation. In the first place, the rising sophistication and cost of public switching equipment has made it necessary to spread the load of manufacturing and to seek larger markets. Secondly, producers in the developing countries, mainly in the NICs, began to challenge the hegemony of the large manufacturers of the developed world, firstly in basic products like handsets, but eventually in the higher value-added areas of the market.

The provision of services has also been subject to external pressures. As manufacturing industry internationalised its operations through the spread of overseas manufacturing plants and local branches, it required cheaper, more complex and more easily available telecoms services.

The service sector added to these pressures; in particular, the financial services industry with its need for instantaneous communication between the world's financial centres, placed demands on the local state monopolies which they were often unable - or unwilling - to meet.

Telecom equipment manufacturers and service providers in the developed countries have been forced to expand their activities and find new markets. This has in turn put severe pressures on national regulation, and on

the idea that telecommunications is a "natural monopoly". Europe, with its tightly regulated markets and state monopolies, has become a target of criticism, particularly the US.

Trade friction is inextricably intertwined with systems of national regulation. The first cracks in the smooth regulatory edifice appeared in the US in 1984 with the breakup of AT&T. The US was followed by Britain, and to some degree by Japan. By splitting off AT&T's local service providers from its long-distance business and its manufacturing sections, and opening up the equipment market, AT&T's disfigurement hit a fuse that is still burning.

In opening up its market, the US created a powerful impetus for liberalisation worldwide. Overseas producers sought to enter the US market for equipment, with varying degrees of success. US manufacturers extended some of their efforts towards entering and opening markets abroad; the newly-created Regional Bell Operating Companies (or Baby Bells), increased the scope of their activities and began to look overseas.

The US continues to play the major part in determining the agenda of international Telecoms trade. In common with Europe, it has seen its trade balance in telecommunications equipment and services weaken sharply over the course of this decade.

To some extent, this is a function of the generally deteriorating US trade position. But it may also reflect the openness of the US market in relation to the rest of the world, and it has certainly been taken so to do by the US government. The EC has become an active proponent of liberalisation of telecoms markets abroad in order to secure market access for US companies.

The US government has pressed Europe for deregulation and marketing opening measures to match those it has carried out, sometimes with the threat of reciprocity withdrawing market access for companies from Europe. The Trade bill before Congress at the time of writing contains several provisions that would penalise countries denying the US equal access.

Friction has developed in the last three years as pressure has been exerted by the Americans -

and the British - on European regulators, especially the Germans, to ease their grip on regulation of the domestic market.

The US government has been backed up in this effort by US industry, which claims the cost of doing business in German business centres is made prohibitive by the tariffs and restrictions erected by the Bundespost. Germany's telecommunications state monopoly.

The result has been some progress; Germany has announced its intention to deregulate, albeit to a lesser extent than either the British or Americans, lowering barriers to value added services and equipment markets. It will also reduce its tariffs for calls and leased lines.

The US also found itself in conflict with Europe over the sale of CGCT, the French telecommunications manufacturer, with its 16 per cent of the French market. The US argued that CGCT should have been acquired by APT, AT&T's European joint venture. Despite their representations, and those of the Germans who claimed CGCT for Siemens, the company went to LM Ericsson of Sweden.

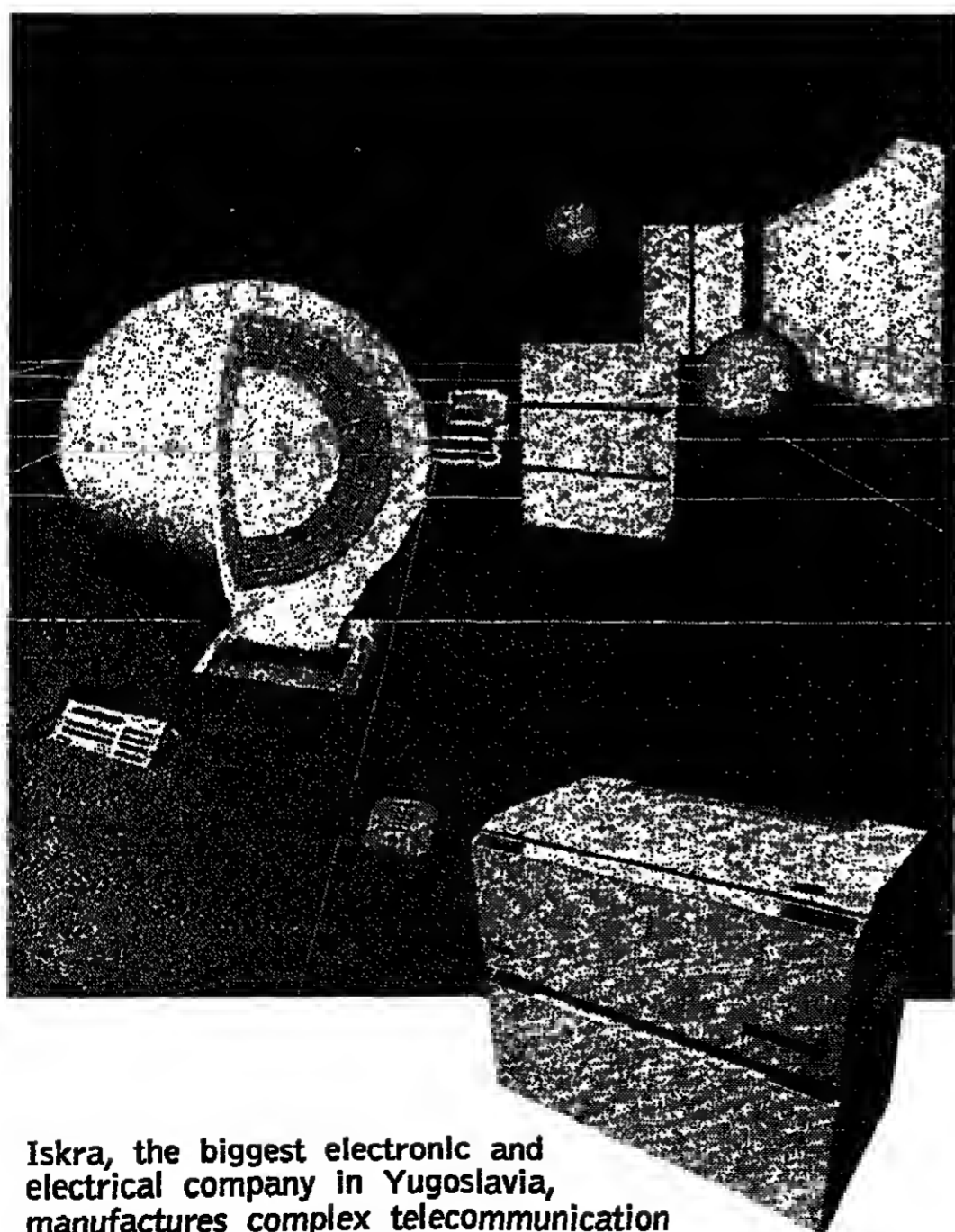
Relations between the US and Europe have improved in the last year, with evidence that Europe is moving towards greater freedom for overseas competitors and more regular dialogue between the US and EC officials. But the potential for increased conflict, particularly over service-related issues, remains.

There is also the prospect of European friction with Asian countries over market access. With pressure growing on their domestic markets, European companies have been forced to seek out new markets. The EC has attempted to secure access for European companies to Japan and the Asian NICs, again on the principle of reciprocity.

But the EC faces serious problems in developing a coherent approach to external telecommunications trade issues. In the first place, the sheer diversity of regulatory regimes and government policies within Europe currently makes a clear external policy virtually impossible. The EC is often left in the slipstream of the Americans, who have a relatively clear conception of where their interests lie and a straightforward approach, demanding reciprocity of access to markets.

Andrew Marshall

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Explosive growth in cellular mobile communications

## A European boom industry comes of age

THREE EVENTS of a quite different nature have recently marked the coming of age of one of the European boom industries of the 1980s - cellular mobile telecommunications, which has made available to executives in their cars the high quality communications taken for granted in their offices.

First, the number of cellular users in Europe passed the 1m mark in the middle of last month, not far behind the US which notched up the same figure in October. "It is a nice signpost to pass," comments Mr Nigel Cawthorne, who regularly tracks the figures for the Journal, European Mobile Communications Report.

All observers agree that cellular will continue to register explosive growth in Europe. A projection recently prepared by telecom analyst Mr Ed Mier for Dataquest, the US market research organisation, foresees annual growth of 40 per cent, with the number of subscribers reaching 8.5m across Europe by 1992.

Britain continues to lead the second wave of cellular countries, following the Scandinavian pioneers, with the growth of Cellnet and Vodafone, the two networks, apparently unaffected by the financial troubles are now more than 300,000 British users. After a slow start, interest is also picking up in West Germany and

France, which have more than 80,000 and 50,000 cellular subscribers respectively.

The second development which shook the cellular world last month was the decision by Racal, the UK electronics group which pioneered cellular in Britain, to float off its telecommunications division centred on Vodafone.

This was the first time a European stock market has had the opportunity to put a value on the frenetic cellular industry. Borrowing methods used in the US to value cellular franchises, City of London analysts came up with values ranging from £1.2bn to £2bn for Racal's telecommunications business. Racal's share price rose by almost a third in one day on confirmation that it was selling on the modern equivalent of a gold mine.

Vodafone believes its separate quotation will put it in a stronger position to participate in the next generation pan-European cellular service, due to open in 1991, possibly by using share swaps for equity in other European cellular operations to cement relations.

Vodafone has already joined BellSouth, one of the large US regional telephone companies, Fabrilcom, a Belgian group, Magnet, Marilly, a Fiat subsidiary, and Bromley International, a Dutch company, in taking a small stake in the second French cellular network due to start operating next year.



The number of cellular system users in Europe passed the 1m mark in the middle of last month, not far behind the US which notched up the same figure last October.

The third - and most important - development of the past few months is the launch on one of the first round of invitations to tender for the pan-European digital cellular service. The initial tenders are supposed to be for a fairly limited validation of the system, but one manufacturer

participating in the exercise says they range "from quite short-term proving exercises to some options for full operational networks."

pan-European cellular. These should be worth hundreds of millions of pounds a year by the mid-1990s, according to one estimate.

Some clarity has been injected into the bidding process by the formation of cross-border consortia to chase the available orders. Alcatel of France has linked up with Nokia of Finland and AEG of West Germany. Philips of the Netherlands has joined forces with Robert Bosch of West Germany. Ericsson of Sweden has also developed links separately with Siemens of West Germany, Matra of France and Orbitel, the joint venture between Racal and Plessey of the UK.

Several more planks will have to be nailed into place before the forging of alliances for pan-European cellular is complete. There are a handful of key players which will almost certainly want to attack the unified European market in collaboration with partners. The most important is Motorola, the US company which rivals Ericsson for world leadership of the cellular equipment market. Another is the General Electric Company of the UK which recently failed in its bid to join the Orbitel partnership. The Italian companies have yet to announce partners.

Also hovering in the wings are a clutch of Japanese companies which have supplied much of the subscriber equipment for the

present generation of cellular. NEC and Panasonic, for instance, have shown their commitment to Europe by announcing plans for handset manufacture in the UK.

Once this first round of tenders is settled it should become clearer whether an end is genuinely in sight to the nationalistic purchasing pattern which has characterised telecommunications in Europe. Will the French who much business in West Germany? Will the Germans sweep up contracts from the two British operators?

Participants in the process believe there will be some surprises, if only because the operators will be able to leave their options open more easily than with the present generation of cellular equipment, because the new standards make it easier to take the switches and the base stations from different manufacturers.

Meanwhile, other sectors of mobile communications are showing interest in following the path charted by cellular - the evolution of common standards to underpin a genuinely European market. Officials have been busy exploring whether a similar approach could be applied to the next generation of cordless phones, paging and private mobile radio.

David Thomas

## A quiet revolution spreads to France

WHILE public interest in mobile telephone systems has been concentrated recently on the innovative field of cellular technology, the traditional radio car phone industry has also been undergoing a quiet revolution in Britain.

A mixture of modern switching methods and a new regulatory environment, which has brought fresh licencees into the market, has transformed the UK business, and now looks set to spread to France.

At the heart of the new system are digital switching techniques which make better use of the available radio channels.

Under the old technology, customers had their own dedicated network, or subscribed to open lines on which conversations could easily be overheard by other users. The new Band Three technology, as it is known, switches calls onto whatever line is available among the channels run by the service operator.

The lines are private, are of higher quality than the old

ones, and the system is substantially cheaper to use than cellular - estimates suggest that user costs for subscription and call charges will run out at an average of about £450 a year against about twice that for cellular subscribers.

Customers will also be able to opt for a simple local service, for a larger regional one, or for national coverage - calls will eventually be switched through the regional network to give this wide area service.

Two companies have been licensed to provide this national service by 1991 - Band Three Radio, a consortium of Philips (28 per cent), Racal (25 per cent), Securicor (25 per cent), and Digital Mobile Radio (22 per cent); and National One, a subsidiary of the General Electric Company. National licences are likely to be granted soon in France, and enthusiasts for the technology are already talking about a pan-European programme.

Terry Dodsworth

## Profile: GEC/Plessey

## Alliance raises key questions

THE MERGER of the telecommunications activities of Plessey and the General Electric Company has been in the making for such a long time that its finalisation on April 1 was something of an anticlimax.

Neither company had made any secret for the last two years of its desire to merge closer to the other, only the form of the alliance - the takeover of either one by the other, a joint venture or a merger - remained to be settled. In the end, they compromised on an arm's-length subsidiary - renamed GPT - in which each has an equal holding of 50 per cent.

Now that the marriage has been consummated, however, the questions have begun. Has the alliance come too late? Is GPT still too biased towards UK operations?

How can it compete against the world telecommunications giants? Does it have the resources to stay in the immensely expensive business of designing and manufacturing public switches?

The domestic market is expected to show 50 per cent growth this year and 30 to 40 per cent next.

None of these issues challenges the logic of the merger itself. Indeed, as Plessey pointed out to shareholders in its circular about the deal, there were compelling reasons for it.

Foremost among these was the fact that the two companies had worked together on the development of the System X digital exchange which will be the flagship of the new group. Having created the product together in the first place, they were in the somewhat absurd position of selling against each other competitively to British Telecom, a customer with a virtual monopoly of orders in the UK. Overseas, they had split up the market to avoid overlap.

Three other main arguments have been advanced by the companies in support of the deal. The first is the growing homogeneity being forced on the industry worldwide. International voice and data links are easier to install, operate and develop if the equipment supplied in different countries is similar. But as the products become more interchangeable, the competition for traditional suppliers that have enjoyed special arrangements with their customers is bound to grow.

Second is the acceleration in technological development that has occurred over the last 10 years. The arrival of digital switches and fibre optic cables signalled the watershed, and each of these has cost substantial funds to bring to the present state of development.

They are now leading, however, to a further wave of new products and services, many of which were only vaguely dreamed of a few years ago, and which will all stretch the funding capacity of the industry.

These embrace areas such as cellular mobile telephones, digital cordless telephones, satellite communications and the merger of voice and data services. Success in this arena vigorous, but also more open and challenging market, will demand a strong capability in research and new product development, combined

with a sufficiently high level of sales to generate the funds for investment in these resources.

Third, the alliance gives the merged company opportunities for rationalisation and improved procurement. Both of the founding partners have plants making similar products spread across the UK, both are marketing to the same customers in Britain, and overseas the sales teams can be welded together into a joint operation. It is expected that up to 3,000 jobs out of approximately 20,000 might be eliminated as a result of efficiency improvements.

On top of these strategic arguments for the merger, GPT can also point to several strengths that go some way to challenging the doubts of the sceptics. Both constituent companies, for a start, are highly profitable, generating combined pre-tax profits in the year to March of about £100m. Sales of £2.5bn - a much higher rate of return, at 13 per cent, than most international telecommunications companies.

They have also established an extremely solid base in the UK public switching market, despite the decision of British Telecom to bring in a new supplier in the shape of Thorn-Emmerson.

Assuming GPT maintains a UK market share of around 70 per cent, it will have a much more dominant position in its home market than Siemens, for example, which only has about 46 per cent of sales to the West German Bundespost. And overseas, GPT has a fairly solid foothold in the US public switch sector through Stromberg Carlson, the Florida-based company inherited from Plessey, and already established as a supplier of digital exchanges to the Bell regional companies.

Finally, the combined group will have a broad spread of technology that should enable it to respond to the extremely varied market demands that are developing. Only about one-third of its activities are in public switching. The rest are in transmission, private exchanges, cables, and a variety of developing activities such as videoconferencing systems.

The reason that some analysts believe that the group remains vulnerable, despite these advantages, lies in the way the rest of the world industry has changed. The gradual push by American Telephone and Telegraph into world markets, the creation of the enlarged Alcatel through its merger with ITT's telecommunications activities, and the overseas developments of both Siemens and Ericsson mean that GPT still ranks only about seventh in the world league.

In the public switching area in particular, it may find development funding difficult at such a level of sales.

This presupposes, of course, that switching will remain as important in the industry's product portfolio as it is today - something that many executives now challenge. And it also ignores the fact that GPT may have plenty of other developments in store once it has pushed through its reorganisation at home.

As a combined group, it will be a much more attractive partner for an overseas ally than its constituent parts were before, and it will not doubt be looking for alliances itself.

Terry Dodsworth

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## EUROPEAN TELECOMMUNICATIONS 6



Cables and satellites

## Warning for early birds

THE EUROPEAN Satellite Organisation - Eutelsat - is planning to launch four new medium-power satellites for both television and telecommunications.

The first of the new generation of communication satellites, already on order, is expected to be launched at the beginning of 1990 either by Ariane, the European space rocket or by an Atlas Centaur launcher. The next three satellites are scheduled to follow at three month intervals giving an enormous boost to European satellite capacity.

Mr Andrea Caruso, director general of the Paris-based organisation which groups all of Europe's post and telecommunication administrations, made it clear recently that the first two satellites would be used to relay television channels and the following two would be used for telecommunications.

For the moment, at least, there is a growing market for the provision of new television channels by satellite, a market that appears to be growing faster than demand is outstripping supply in telecommunications.

Each of the new television satellites will be able to relay 16 channels of television to receiving equipment with dish aerials small enough for individual homes. Deposits have already been placed by programme-providers for a large number of the new Eutelsat channels.

The new Eutelsat project is likely to mean head-on competition for Astra, the private sector medium-power satellite project put together by the Luxembourg-based company, Societe Europeenne des Satellites.

Astra will should be able to deliver 16 channels, as many as nine of them in the

English language, to dish aerials of around 90 cms in diameter to around 90 per cent of the population of the UK, France and West Germany.

The danger that Astra now faces is that potential users such as Sky Channel, Mr Rupert Murdoch's general entertainment satellite channel, Super Channel, Premiere, the film channel, or MTV, the pop music channel, will wait for Eutelsat in 1990 or at the very least use the threat to drive down Astra prices.

Certainly, Mr Caruso, who initially opposed the introduction of Astra but later relented as long as it remained a television satellite and not a telecommunication carrier, is not optimistic about the private sector satellite chances.

At the first annual dinner of the European Satellite Television Association in London earlier this year Mr Caruso said he believed it was erroneous to believe that anyone could make money out of satellites alone because the amount of money needed to establish and support the space segment was enormous.

"That is why the only credible international satellite systems that I know of are those which are backed by a large number of PTIs which consider a satellite to be a link in the chain of the global telecommunications network - and not an end in itself," Mr Caruso warned.

As the coming battle of the medium-power European satellites begins to shape up, the arrival of the high power direct broadcasting satellites, have - with the exception of UK plans - been delayed.

The West German direct broadcasting satellite, TV-Sat, was suc-

cessfully launched by Ariane last November, but was never able to transmit a single picture back to earth. One of the solar panels failed to open and obscured the satellite's receiving dish and, in the end, the West German Bundespost had to declare the satellite a write-off.

There are plans now for West Germany and France to share the delayed TDF-1, the French DBS satellite.

Because of the delays in launching DBS in Europe the market for receiving equipment has scarcely developed.

The industry hopes, however, that by 1990 when a number of medium and high power satellites are beaming television pictures over Europe, the technological promise of satellite television will at last be realised.

In the UK, British Satellite Broadcasting, the consortium awarded Britain's DBS franchise, says it is still on target for the launch of the first of two satellites on August 15 next year and the launch of three new channels of television before Christmas.

The EBSM BSB project, whose investors include Granada, Pearson, publishers of the Financial Times, the Bond Corporation and Reed International, plans to give three electronics manufacturers exclusive rights to supply receiving equipment for the first three years. The aim of the strategy, which has provoked controversy with manufacturers, is to get the price as low as possible through economies of scale. BSB says it believes that a retail price of around £200 is feasible.

As BSB begins to put major programming contracts out to tender for news, children's and women's interest programming cable television continues its steady advance, although at very

**COMING ASHORE:** engineers, left, carrying a fibre optic cable for British Telecom International's latest UK-Denmark undersea communications link. This took place at Filey in North Yorkshire and the cable will run to Sluisborg, Denmark. Once operational, the link will double the communications capacity between the UK and Scandinavia. The cable will carry voice and data traffic, as well as visual communications.

AS INFRASTRUCTURES go, the telephone network has had a brief and unusual history. For almost a century it changed, if at all, at the whimsy of kings. Each of Europe's telephony organisations was run by civil servants anxious to preserve rather than alter.

The twin blows of computer technology and the rightward shift in state policies over nationalised concerns, ushered in the age of free-market entrepreneurs eager to create businesses from the tangled cobweb of copper wires painstakingly spun during decades of bureaucratic management.

That is the theory, anyway. The entrepreneurs are certainly there. They sell value added services - effectively just about anything other than a simple telephone conversation. Examples range from share price information on radiopagers through automatic stock ordering between retailers and wholesalers to Europe-wide communications for the reinsurance companies.

But national differences, entrenched interests and mistakes in marketing and technology have sometimes hindered what has been seen as a European boom industry of the 1980s and 1990s.

Market research has been unequivocally bullish about value added services. The sector was worth \$900m in Western Europe in 1986 according to one report. "This figure will grow at an average yearly compound rate of 40% to reach \$4,866m by 1991. The UK is the biggest market with 35% share in 1986, dropping to 25% in 1991, just ahead of France."

West Germany is, and will remain, a relatively small player mainly because of the tight control the telecommunications authority (PTT) keeps over who provides such services and by what means.

Although France and the UK are the front-runners in Europe, there are striking differences between them. The UK has privatised British Telecom, deregulated the market and introduced an element of competition at the level of basic conveyance - control of the physical telephone network.

The result has been a flowering of value-added network suppliers, both large and small. British Telecom supplies basic conveyance and value added services. They include Telecom Gold electronic mail (about 120,000 mailboxes) and Prestel videotex (80,000 subscribers). Other big players include IBM, GE Information Systems, EDS, the electronics subsidiary of General Motors, Intel, once owned by British Leyland, and INS part owned by computer company and STC subsidiary, ICL.

These large players rent lines from British Telecom and/or its licensed competitor, Mercury, to establish a national network. They sell capacity and management to, for example, the building society cash dispenser network run by Matrix.

## Value added network services

## A flowering of suppliers

A little down the scale are information sources such as the Financial Times-owned World Reporter database of newspaper stories and share brokers' reports on Prestel Cityservice which are reached through the public network and paid for by a combination of usage and subscription. Such one-way dissemination of information accounts for 86% of the UK text and data value added services market; the Frost and Sullivan report says that growth in this sector will slow because most people who want such on-line access already have it.

At the bottom of the value added services pile are hundreds of bulletin boards, many run from back-bedrooms in suburbs, which include such diverse topics as hints on how to win computer games to a quick alert for drug side-effects noticed by general practitioners.

Despite this lush growth, some new species have withered. Last year, a joint venture in electronic document exchange between British Telecom and McDonnell Douglas closed after it failed to attract any customers; the One-to-One electronic mail service now has its third owner in five years after failing to mount a successful challenge to the near monopoly of Telecom Gold.

French telecommunications policy bears little resemblance to that of the UK. France Telecom remains state-owned - although the neo-Gaullists under Prime Minister Jacques Chirac have made some preparations for privatisation - and the Government has not introduced competition for the supply of the basic conveyance.

Instead it has taken a centralised approach firmly in the French tradition of flagship state projects. The policy revolves around the 3.5m Minitel terminals distributed free as electronic

telephony directories to replace the familiar printed ones.

France Telecom says that nearly one in three of the population now has access to a Minitel at home or work.

Although France Telecom runs the Minitel, the value added services market was officially deregulated on September 25 1987. There are several thousand suppliers of value added services who can seek customers through the network. The infrastructure has become part of national life - works and all. As well as theatre bookings, train timetables and sports reports, there have been cases of child sex rings and drug-dealing via the Minitel network.

One company recently created to offer value added services is added services is Axone, 45% held by IBM, 20% by Credit Agricole and the remainder by the Paribas group of which Societe Generale has 5% and Credit Nord, 4%.

The Minitel network is about to be made international through an agreement with the Deutsches Bundespost (DBP) in West Germany. "Reunit in Frankfurt will be able to access the Minitel network as easily as if they were in France," said Patric Burel of France Telecom.

Co-operation between public telephone bodies may smooth a path around the minefields of regulatory paperwork but this is the exception rather than the rule. More usually, corporations set up Europe-wide networks to serve multinational clients.

IBM Europe plays host, for example, to an eight-nation reinsurance network, called Rinet, which includes Mercantile and General in the UK.

IBM is putting a lot of effort into attacking a single European value-added services phenomenon, according to Mr Geoff Wile

gin, director of GE Information Services in the UK. GE has retained a nationally-oriented management and sales structure.

"European companies still see themselves as national companies, and want to deal with national suppliers," he says. Although it has national sales operations, it runs its European network from Amsterdam in the Netherlands and handles over 200,000 user-seconds a day.

Irrespective of internal organisation, many of the big operators are united on prospects in the main European markets.

"In the league table of opportunities, the UK is in the lead but France is moving very rapidly," said Mr John Wiseman head of telecommunications services at EDS. "The DBP (Deutsches Bundespost) is still holding back although there are signs they are easing their dogmatic stance."

The technical obstacles to creation of a single European market for value added services are disappearing. Each country has agreed to adopt ISDN - Integrated Services Digital Network - a set of standards covering all aspects of telecommunications.

Political differences are rather more intractable. The European Commission's green paper earlier this year and the subsequent European Community move toward a ban on some monopoly positions held by PTIs may, or may not, set the liberalisation ball rolling. Even if they do, there will be questions over how far this should go. There is much resistance - from IBM, the Deutsches Bundespost and non-Thatcherite political groupings to name but a few - to notion of abandoning monopolies over basic conveyance in the way that the UK has done.

"The established corporations are as much against liberalisation as some of the PTIs," said one industry observer cynically. "They don't want too much competition for their value added networks."

\* The European Market for Value-Added Network Services, Frost and Sullivan, August 1987.

Danny Green



The Network Communications Centre of GE Information Services' 'supercentre' at Amsterdam, in the Netherlands. The network has 1,000 processing and communication computers.

## Profile: the Alcatel group

## Emphasis on continuity

IT IS tempting to see the formation of the Alcatel group, a little over a year ago, as simply another move in the continuing rationalisation of telecommunications switch-manufacturing in Europe.

But it was far more than that. It resulted in a heavily based group with activities spread-eagling most aspects of telecommunications manufacturing; and it brought into being an extremely large company, second only to American Telephone and Telegraph of the US in the world league of telecommunications equipment producers.

From the start, critics have claimed that this organisation was too broadly-based to succeed. Alcatel, they argued, would have excessive problems in welding together activities inherited from its constituent companies - the old CIT Alcatel of France, and the telecommunications interests of ITT, the US conglomerate. There would be difficulties, it was said, over both technology and management. The French management of Alcatel came to grips with the US-based style of ITT.

Alcatel's approach to this challenge so far has been based on a long-term strategy rather than a quick fix. In both managerial and product terms, the company has emphasised continuity. There have been no dramatic closures or changes in product line, and the managerial structure has been re-organised more quietly than would have been typical of an Anglo-Saxon organisation.

Nevertheless, the new shape of Alcatel has become steadily more visible over the last year through a series of policy initiatives.

The company has put great emphasis on its international character and structure. Despite the fact that the group came into being from a takeover by Alcatel, English has been adopted as the official language of the organisation, the operational headquarters are located in Brussels, and the company has adopted the European ECU as its common reporting currency.

Activities peripheral to main-line telecommunications have been mostly divested. These disposals have included some software companies in France, a manufacturing business in Swe-

den, and the consumer electronics division of SRL, the West German arm of the former ITT business, to Nokia of Finland.

Alcatel says that this division would have needed substantial investment to compete effectively in the television and audio markets.

Product development has continued on the group's two main switches, the E10 inherited from the former CIT Alcatel, and the System 12 of ITT. Many analysts argued at the time of the

works, which accounted for 22 per cent of turnover in 1987, private exchanges and terminal equipment (also 22 per cent) and cables (21 per cent).

Transmission products account for another 14 per cent, while the customer products and components contributed 19 per cent - now going down because of the disposal of consumer equipment. A further 2 per cent came from maintenance and plant installation, in areas which is likely to expand.

**There have been no dramatic closures or changes in product lines. Managerial structures have been shuffled relatively quietly**

It has moved to establish a position in the promising new field of digital cellular car phones by linking up with Nokia, a company that has already moved into various parts of the existing mobile telephone industry, and AEG of West Germany.

How far these changes will meet the points raised by the critics remains to be seen.

On the positive side, Alcatel clearly has a number of opportunities. It has a powerful market position in Western Europe, with large-scale sales in both France and West Germany; it is strong in the transmission area, where telephone companies are investing heavily at present to reap maximum advantage from their new digital switches; its cable division is one of the leading worldwide businesses in the field; and it has inherited an international framework of operations.

which could allow it to turn into a genuinely global competitor.

Alcatel can also claim to have made some progress in mobilising its market muscle. Its cable division, for example, recently won a large order for a new submarine fibre-optic line between Australia and New Zealand, an order which gives it a foothold in the expanding Pacific zone, previously dominated by American and British companies. Most of the initial testing problems of System 12 also appear to have been overcome, with several initially critical telephone companies now re-ordering the equipment.

Nevertheless, in the longer term, the company still has to show that it can reap the full benefit from its commanding size. Its results last year showed only a three per cent return on sales, with net after-tax profits of ECU 346m (\$400m), on turnover of ECU 11,230m (\$13,860m).

This was about one percentage point better than the company had forecast, and showed that sales had been maintained despite the disposals and rationalisation. But this performance certainly does not as yet establish the group as a stellar performer in an industry where cross-frontier competition will inevitably increase.

In summary, Alcatel's sales in major business segments during 1987, in ECU millions, were: Business systems: 2,823.8; public switching: 2,510.2; cables: 2,285.7; transmission: 1,623.5; other business segments: 2,554.2; total sales: ECU 11,197.5.

Terry Doolittle

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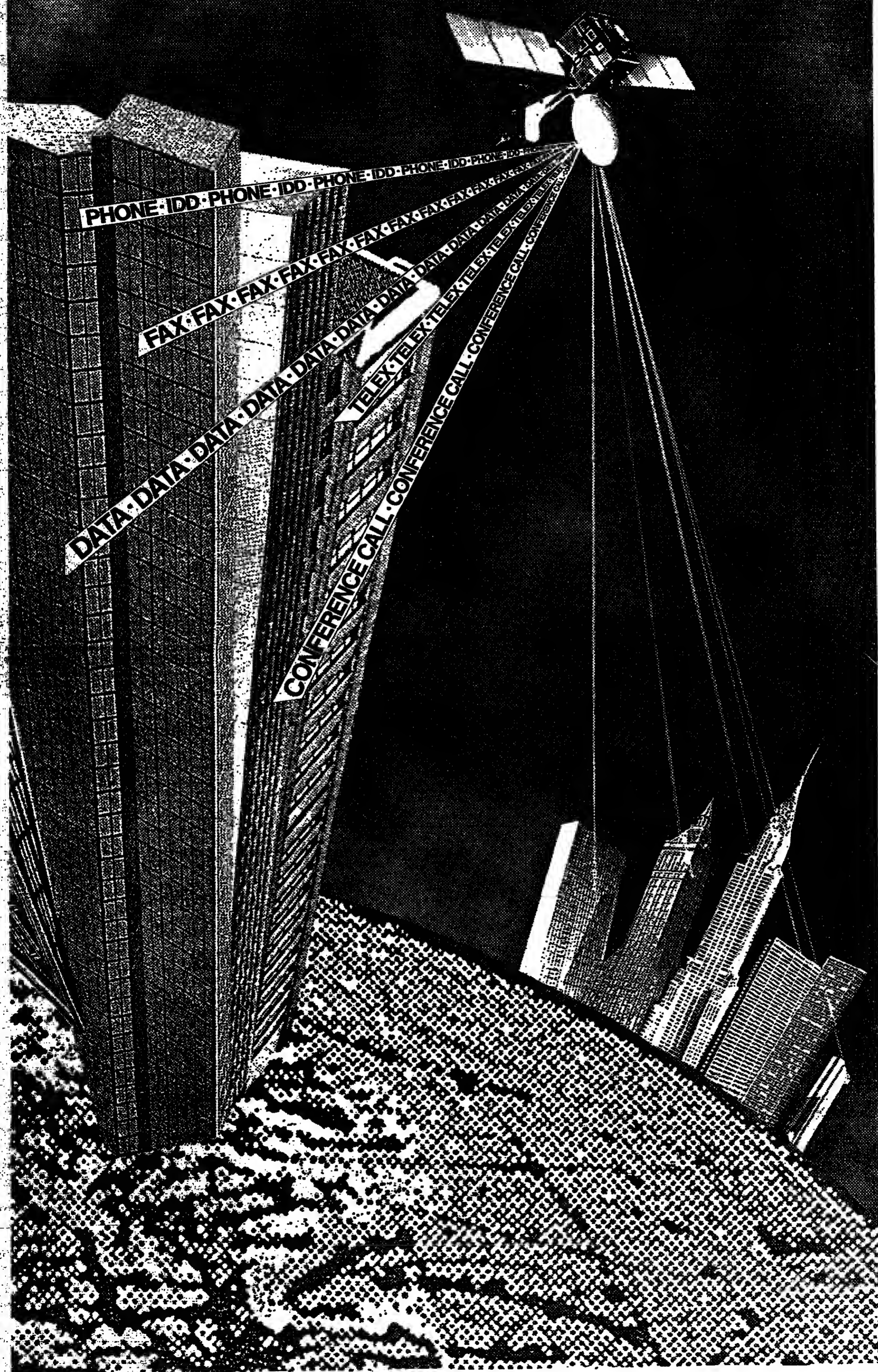
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Handwritten text in Arabic script: "مكتبة جامعة القاهرة"

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## EUROPEAN TELECOMMUNICATIONS 8

## Advantages of a computerised pigeon-hole system

## E-mail clears a hurdle

ELECTRONIC MAIL has been available in the UK for a number of years, but many medium-to-large companies have yet to experience its advantages. The reason for this is unclear, but it is still true to say that certain types of management are only now coming to grips with computerisation, and the (imagined) added complexities of connecting the computer to the telephone line have resulted in the ponderous acceptance of this new method of business communications.

If a user's existing computer installation uses a local area network (LAN), he or she probably already uses a simple version of electronic mail to send documents and memos between departments. The problem arises in contacting other users, not in your system. There are a number of companies offering electronic mail (or E-mail) and although all these systems operate differently, the basic method of connection is identical, and it is possible to purchase an "E-mail kit" which provides all the necessary hardware and software to access the service of your choice.

Electronic mail has been described as the modern-day replacement to telex, providing instant written communication between two or more remote sites. Where telex requires a capital investment of several thousand pounds and minimum monthly charges of £30, E-mail can be yours for only a £200 "modem" (modulator/demodulator), your existing computer and a minimum monthly charge of £5.

When considering electronic mail systems, potential users need to be aware of the advantages and disadvantages of E-mail when compared to a traditional telex system. The following comparisons are based on British Telecom's service, Telecom Gold.

□ E-mail enables messages to be sent to 500 destinations as quickly and as easily as to one destination - and for the cost of only one message.

□ The system offers many more facilities than telex, among them the ability to receive confirmation that a message has been read; thus requiring a recipient to reply to a message; the system allows for the preparation of a message in advance to be sent automatically at a pre-defined date and time; forward receiving messages onto third

parties, adding your comments; send copies to colleagues.

□ E-mail is far cheaper - capital costs can be less than 10 per cent of telex, and operating costs are far lower, too.

□ E-mail is person-to-person communication; you do not have to know where someone is to send a message, which can be received almost anywhere in the world.

□ Terminals for E-mail can be smaller than a portable typewriter, allowing individuals to have one on their desk, rather than an inefficient telex room. E-mail allows full upper-and-lower case letters, and a wider range of symbols than telex.

□ The system gives access to online database information (such as Jordans, Airline Guide, Infocheck etc) "on demand" without having to pre-register.

**The system offers many more facilities than telex - and is far cheaper**

With the implementation of the new X400 protocols, it is now possible for users on dissimilar systems to make contact.

□ Messages are not automatically delivered to a user's terminal; you have to make a telephone call to retrieve them (however, a BT radio-pager can be used to alert users that a message awaits collection).

The user-base of telex machines world-wide is far higher than electronic mail, though that is changing slowly.

Essentially, electronic mail is a computerised pigeon-hole system.

It can be used with a simple terminal, anything from an electronic typewriter to a business micro-computer - providing it can communicate with a Modem over telephone lines. The only other requirement is an ordinary telephone line, and as incoming calls will not be a problem, there is no need for a dedicated circuit - an extension from the office PABX is adequate.

Your computer places a call to the central electronic mail computer located in London and you confirm the mailbox you wish to access, along with a security password. Communication thus established, it is possible to prepare messages before accessing the E-mail computer, so minimising the resulting time-based charges. Incoming messages can be spooled direct to disc on your computer and read at leisure.

There has been no printed "hard copy" of your communications so far, but this can be remedied by switching on the computer printer, which gives users the flexibility of deciding what items require printing out. A library of these messages can be stored on disc and recalled/printed as often as required.

Most forms of communication - telex, fax, post, telephone (except cellular) are classed as place-to-place; the message is conveyed to the same telex terminal/fax address/phone number, whether or not the recipient happens to be there. Because electronic mail messages are stored on a central computer, they can be retrieved by the mailbox owner wherever he/she may happen to be; New York, London, Paris, Manchester - just as easily as when office-

based. At present, 55 countries offer low-cost access to all the major E-mail systems and this number is steadily increasing. Electronic mail is not simply an enhanced version of telex - but this is easily confused by the fact that companies are presently developing an incoming telex interface, this will give users their own telex numbers and answer-back and will deposit a telex automatically in a user's mailbox. At present, telexes can only be delivered if the E-mail mailbox number is quoted on the first line of the communication.

There are three major E-mail providers offering service in the UK:

□ Telecom Gold: the service commenced early in 1982 and was based on the US ITT/Dialcom system. British Telecom marketed the system aggressively and it has become the largest E-mail provider.

□ BT eventually bought out Dialcom worldwide with centres in the US, Australia, Denmark, Canada, New Zealand, Germany, Hong Kong, Puerto Rico and Israel, to mention only a few of associated computer centres. Full incoming and outgoing telex service, exclusive telex number facility available later this year; radiopaging interface. Details from Telecom Gold - 60-68, St Thomas Street, London, SE1 (Tel: 01-403 6777).

□ Mercury Link 7500 - Formerly called Easylink and identified as the service from British Telecom's arch rival, Mercury Communications.

Launched in June 1984, the service is still evolving and was the first to offer an automatic incoming telex facility. International connections are via the Easylink network. It is possible to instruct the Mercury Link computer to call you and deliver a waiting message, but a dedicated telephone line would be required; radiopaging facility for Mercury and BT pagers; no European computer centres; files cannot be stored; details from Mercury Link, Brentside Executive Centre, Great West Road, Brentford, Middlesex (Tel: 01-838 3000).

□ One-to-One: The youngest of the "big three" in this sector, it started in 1985. One-to-One is probably the simplest of all the services to use, but it lacks enhanced facilities. Radiopaging interface, but beware of the costly "121" pager - it is cheaper to hire a BT one, claim users.

More details on the service from One-to-One, 102 Sydney Street, London, SW3 (Tel: 01-551 2468). One of the major stumbling blocks with electronic mail systems was that of compatibility. Users of one system could not exchange messages with those on another. An Easylink subscriber in the US could easily send a message to a colleague in the UK, providing he was on the equivalent Mercury Link 7500 service. But if a cross-system link was required - from a UK Telecom Gold subscriber to a US Easylink recipient, it proved impossible to proceed.

That was the case until late last year when an X400 data exchange protocol was developed and implemented by British Telecom. This facility acts as a buffer between different systems and permits messages to be directed from one system to another, automatically packaging them into a format that is recognised by the receiving system.

The installation of X400 equipment in all the major data centres opens up an era of true international cross-system communications. With electronic mail compatibility now clearing the last hurdle, the way ahead has never been brighter, and electronic mail address codes will become as familiar on business cards and letterheads as the existing telephone and telex number.

Jon Moggridge

## Switchboards

## West Europe market buoyant, but replacements are the key

BRITISH TV-viewers and newspaper readers could be forgiven for thinking - after viewing the recent TV commercials and press advertisements from the newly relaunched "Department for Enterprise" - that 1982 had only just been invented. That is the year, they tell us, that we should be working towards - because, by then, all trade barriers within the European Community will be removed and Europe will indeed become a "single market."

However, in telecommunications, strategists have been working towards this goal for many years now. This is particularly true in the market for PBXs (private branch exchange) - or switchboards, in less-technical terminology.

Research by MZA, UK telecommunications consultants, reveals that the UK, Italy, France, Belgium and Germany have all liberalised their telephone systems market to some degree and that Holland and Sweden are soon to follow suit in 1989 and late 1988 respectively.

While monopoly positions are yielding to open markets and giving European suppliers access to a wider range of customer, it also exposes them to foreign competition. During the next five years competition from North American and Japanese suppliers will be felt.

Turning to competition within each national market (where "liberalisation" has occurred and private independent suppliers are now able to compete with former monopoly holders) an interesting pattern has emerged.

It appears that the independent

Telecommunications in the European Community		
	1984	1985
Telephone sets connected to the public network ('000)	180,290	167,715
Number of main lines ('000)	108,411	113,805
Total staff in telecommunications services ('000)	940	936
Total income from the telephone service (ECU million)	48,182	53,127
Total income from all telecommunications services (ECU million)	54,459	62,558
Total annual gross investment in telecommunications excluding land and buildings (ECU million)	15,872 (1)	17,037 (4)
Annual gross investments in telephone switching equipment (ECU million)	3,075 (2)	3,100 (3)
Telephone main lines per 100 inhabitants (% average)	33.7%	35.3%
Telephone stations (sets) of all kinds per 100 inhabitants (% average)	49.9%	52.1%
Telecommunications investments excluding land and buildings as a share of total gross fixed capital formation (% average)	2.7% (3)	2.7% (3)

Source: International Telecommunications Union (ITU), 1987

suppliers have been most successful at the higher end of the market - between 11 and 100-line systems - but have not been so successful at penetrating the small systems market (systems under 10 lines). This market remains noticeably dominated by the public telephone companies - the former monopoly holders - for several reasons. Included in the reasons for this are:

□ Small businesses tend to view the former monopoly hold-

ers as the "natural choice."

□ Larger companies generally have specialist personnel looking after their telecommunications needs and therefore tend to shop around for the best deal.

□ Taking the UK as an example, the margin for independent dealers is less attractive at the lower end of the market and hence systems tend to be less aggressively sold by the independent suppliers.

□ There is naturally still some user ignorance about the existence of the independent sector.

The Western European market for PBXs is buoyant and looks set for a steady growth of 16.2 per cent from £1.9bn in 1987 to £3.37bn in 1992, claims a recent "Telecomatics report from Logica, the UK telecommunications consultants.

The market, however, is highly saturated with many major companies having completed the modernisation of their telephone systems. Replacements dominate shipment levels with up to 68 per cent of total shipments in 1987.

This, claims Logica, will rise to 78 per cent in 1992 as users replace equipment with increasing frequency. At present, users replace systems every nine years, but this is expected to drop to under eight by 1992.

Telephone systems, in general, fall into three categories: key systems, hybrids and PABXs (private automatic branch exchange).

Usually a PABX is intended for fairly large companies and has a switchboard operator fielding incoming calls. The system can be equipped with standard telephone with features being selected by the use of special codes.

Key systems, however, are aimed at the smaller company, although some systems can go up to 25 extensions. With a key system any extension user can

accept incoming calls from any line. The system's features are packed into the phone and are button operated. Consequently the telephone is more expensive than the standard instruments connected to PABX. Key systems are generally aimed at companies with a heavy volume of calls, such as estate agents, travel agents, busy sales departments and so on.

A hybrid system falls somewhere between a key system and a PABX and allows the user to use either standard or feature phones (these are telephones with their own microprocessor that can access the special facilities of the system without going through the operator). Hence, the user can tailor the system to his needs.

If a particular extension has a high volume of calls then it would be equipped with a feature phone. If, say, the extension was in the warehouse then it could be fitted with a cheaper standard telephone and the switchboard operator would field the calls.

Regrettably, the range of equipment is not as clearly defined as this. Some key systems can be fitted with an operator console for instance. PABXs can be fitted with feature phones so that the extension user can bypass the operator. PABXs and key systems may also be combined by "piggy backing" the key system onto the PABX, creating a system within a system. In this way, departments where telephone traffic is intense could respond faster to calls.

Whatever system a company buys, it will almost inevitably have an array of extra features and facilities, some more useful than others. These include abbreviated dialling, call diversion, conference facilities, last number re-dial, call holding, on-hook dialling, intrude and, the least popular, music on hold. Users, however, appear less concerned with features as they are with reliability, according to a report from Systems Dynamics, telecommunications consultants.

With the convergence of voice and data technologies there is a trend towards PBXs that can handle both traffic. However, although these switches have been developed by major companies as IBM and the UK ICL they have been slow to catch on.

Looking to the future, with the advent of the Integrated Digital Service Network in the early 1990s - a telephone network that will carry voice and data traffic simultaneously - Systems Dynamics predicts that the telephone will ultimately be replaced by the combined VDU and telephone.

PBXs capable of meeting the demands of switching voice and data will become indispensable. But they are expensive to develop; development costs of over \$100 are not uncommon. This will lead - indeed has led - to a number of mergers and alliances such as GEC/Plessey, Siemens/GTE and Alcatel/ITT.

Jon Moggridge

## Growth in electronic messaging

ELECTRONIC communication systems, based on value-added network services - such as electronic messaging which includes electronic mail (E-mail) or electronic data interchange (EDI) - are now entering a rapid growth phase in Europe.

While the UK's Telecom Gold service, for example, had just over 200 "mailboxes" in 1982, the figure rose to 2,800 in 1983, then 7,000 in 1984. By 1986 it had reached 58,000 and today has soared to 120,000.

Some analysts predict that by 1995, data transmission traffic will exceed voice traffic - if these predictions come true, then we will see many more opportunities open up over the next five years," comments Mr John Clement-Jones, group director of Dialcom Europe.

Electronic messaging is a portmanteau phrase which includes E-mail, EDI and message-handling services (MHS). They allow users to send a batch of messages or single on-line transactions.



Mr John Clement-Jones, group director, Dialcom Europe.

EDI is a packaged business solution for transmitting business documents, electronically. For example, companies use the system to integrate their supply systems and distribution chains.

"Its advantages are numerous, since it is cheaper and quicker than manual or physical methods of transmission of business documents. It avoids re-keying of important information, such as invoices or receipts," says Mr Clement-Jones, who adds that electronic messaging scores heavily over paper-based systems because it integrates with electronic data storage.

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Introducing Veritrac 9000. The instant access modular communication recording system from Dictaphone. A major breakthrough for companies who must maintain accurate records of all incoming/outgoing telephone or radio communications. Veritrac 9000. A permanent voice recorded filing system which automatically records 240 conversations simultaneously. Complete with centralised control panel, computerised monitor screens and unique modular flexibility. Veritrac 9000. A revolutionary, new, modular approach to multi-channel



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## WHAT'S ONE OF THE WORLD'S LARGEST COMPUTER COMPANIES DOING IN ONE OF THE SMALLEST COUNTRIES IN EUROPE?

Hewlett-Packard's choice of The Netherlands for its European headquarters was no accident - nor was that of Ricoh, Canon or Oracle.

These international companies all had good reasons. The Netherlands offers interesting perspectives as a European base. Its central location in Western Europe, its trading climate, stable labour relations and investment legislation all contribute to a favourable business environment.

But none of these economic advantages would mean much without the advanced infrastructure in The Netherlands, especially in the field of telecommunications.

- The national digital network is ready for all telephone, telex and data communications.

- The Netherlands was the very first country with an operational monomode fibre optics system.

- A videotex system links over 26,000 subscribers, giving access to over 1000 information providers.

- Transnational direct circuits are leased to Belgium, Ger-

- Videoconferencing offers participants the opportunity to take part in a meeting between two distant locations without hours of travel.

- By 1989 all toll exchanges will have been digitalised.

- Telephone and telex charges compare favourably with those in the rest of Europe. Independent studies conclusively show PTT Telecommunications services to be among the lowest-priced in Europe today, particularly for business customers.

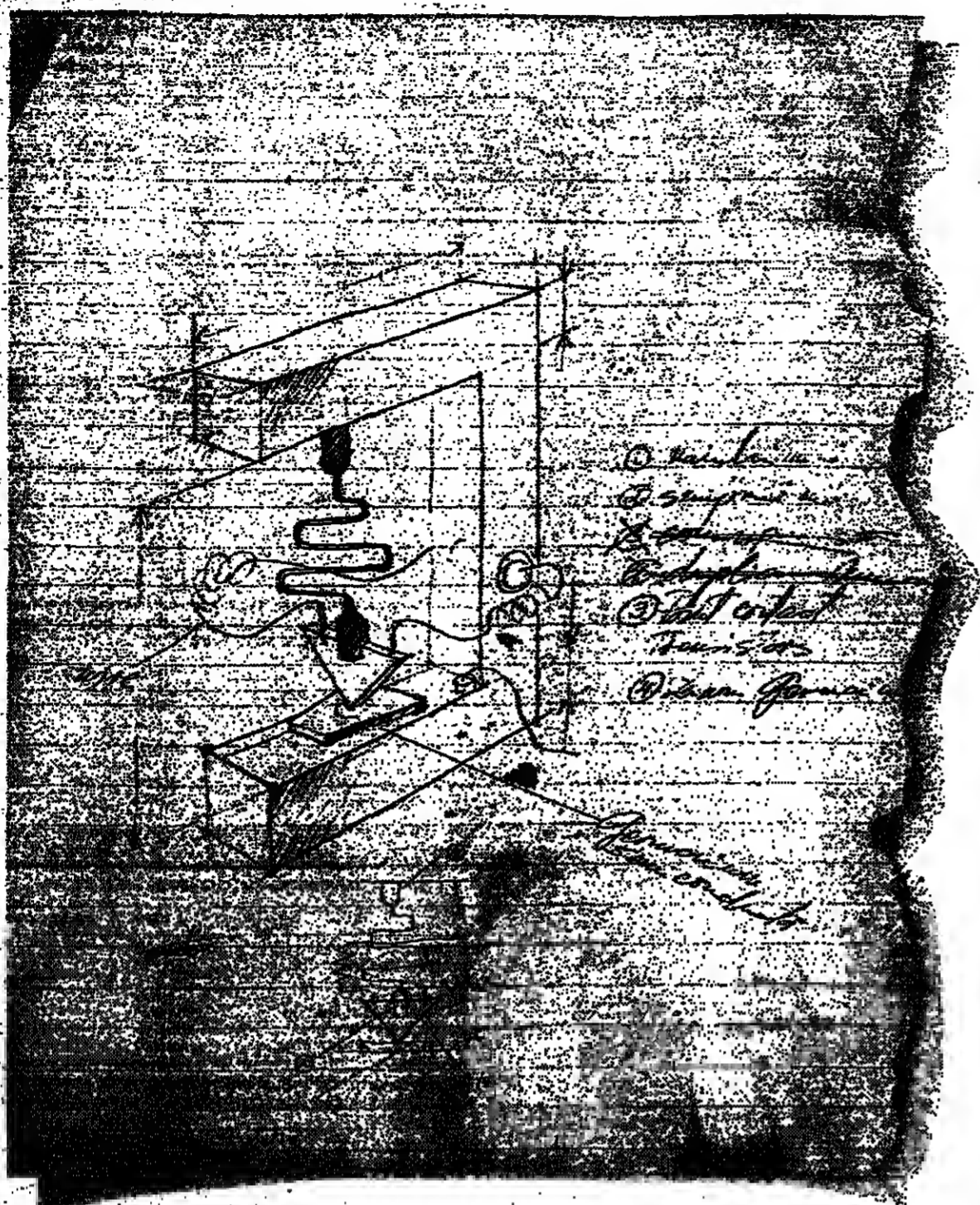
- The PTT is a major participant in Amsterdam Teleport which will provide 250-300 businesses with the most advanced telecommunications technology available.

- PTT Telecommunications currently offers a solution to the problems associated with the integration of all the different communications and information systems. PTT specialists can usually suggest solutions to your company's specific problems in the telecommunications field.

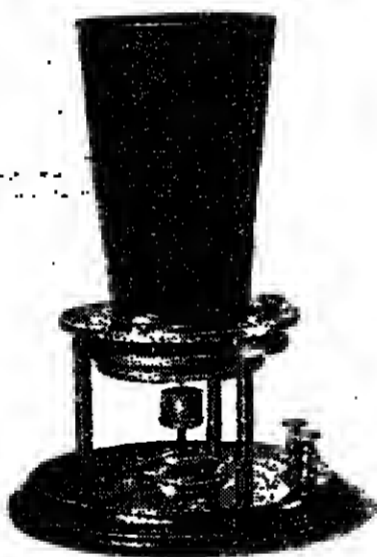
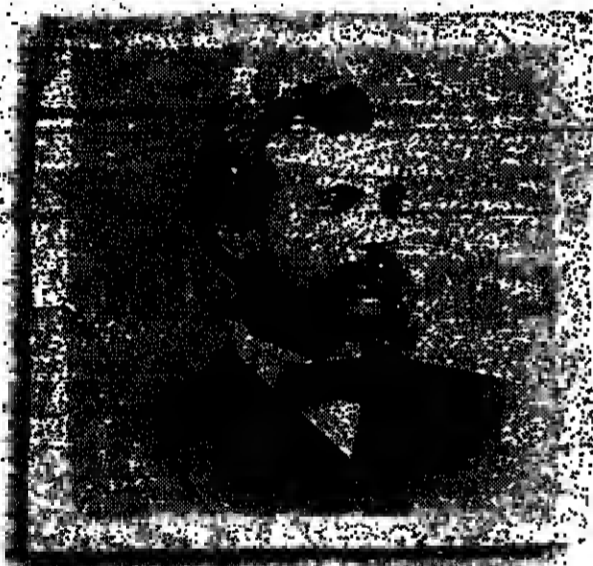
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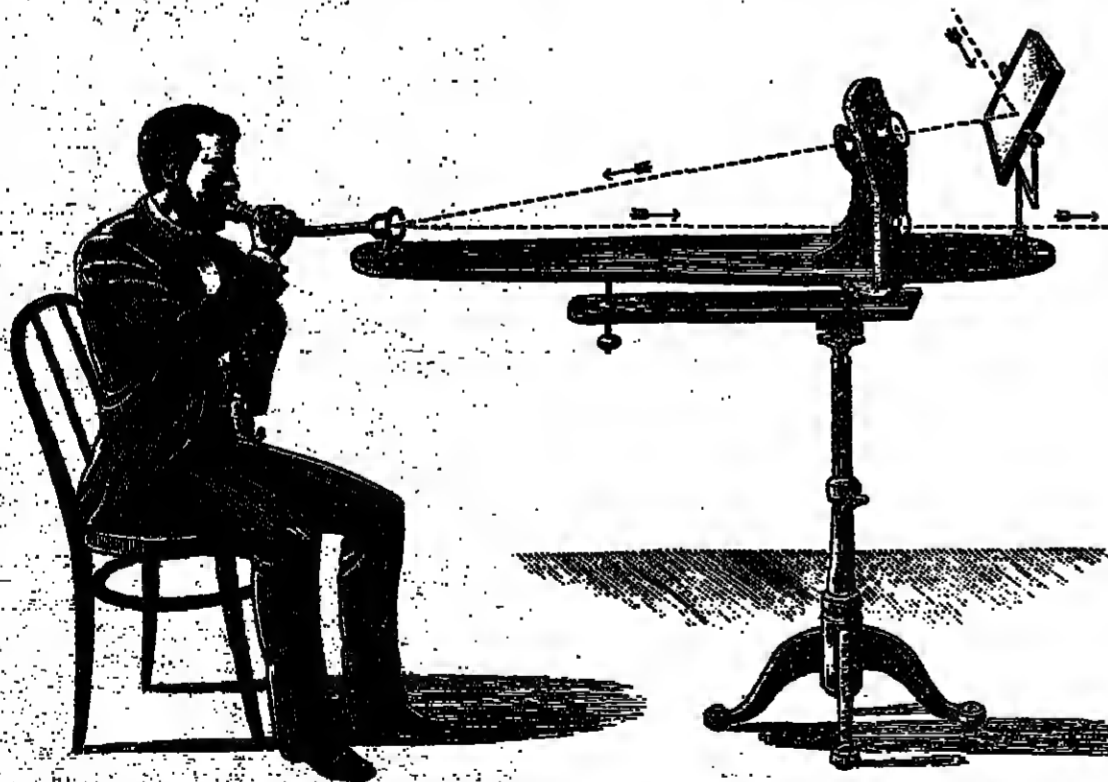
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THE DISCOVERY OF THE TRANSISTOR EFFECT AT AT&T BELL LABORATORIES IN 1947 CHANGED THE COURSE OF HISTORY. SUDDENLY MINIATURISATION WAS POSSIBLE AND THE AGE OF ELECTRONICS HAD BEGUN. IN THIS FIRST TRANSISTOR THE CONTACTS WERE MADE OF GOLD AND THE SEMICONDUCTOR WAS GERMANIUM.



MARCH 10TH, 1876, ALEXANDER GRAHAM BELL UTTERS THE FIRST ARTICULATE SENTENCE EVER TRANSMITTED OVER HIS NEW INVENTION, THE LIQUID PHONE. "MR. WATSON, COME HERE. I WANT YOU." AND THUS THE FIRST AT&T PATENT IS EARNED.



THE PRECURSOR OF FIBRE OPTICS FIRST SAW THE LIGHT IN 1880 WHEN ALEXANDER GRAHAM BELL WROTE OF HIS EXPERIMENTS WITH THE "PHOTOPHONE": "I HAVE HEARD A RAY OF THE SUN LAUGH, COUGH AND SING."



SCIENTISTS AT AT&T BELL LABORATORIES INVENTED THE FIRST ELECTRICAL DIGITAL COMPUTER IN 1939. ALMOST 50 YEARS LATER, THE 6386 MICROCOMPUTER IS ABLE TO SUPPORT AS MANY AS 32 USERS SIMULTANEOUSLY, A CONTEMPORARY COMPUTER INDUSTRY BREAKTHROUGH.

"Mr. Watson, come here," were the words that announced the invention of the telephone way back in 1876.

Unknowningly, they were also the words that announced the birth of an organisation that would ultimately be known as AT&T.

A few years and thousands of telephone poles later, the people of Los Angeles were able to talk directly to the people of Boston. The nascent AT&T was on the move.

In April 1927, a handful of New Yorkers glimpsed the future. AT&T Bell Laboratories, now the inheritors of Alexander Graham Bell's inventor's mantle, had developed a way to carry the first television image over telephone lines.

Then, a few years later, in 1939, the world's first electrical digital computer emerged from the same laboratory.

1947 saw a major breakthrough with three of our scientists inventing the transistor.

At the same time of course, they had no idea that this was the beginning of the microelectronics revolution. Each was later awarded the Nobel Prize.

In 1956, AT&T and its partners laid the first transatlantic telephone cable, enabling the people of Britain to talk to the people of America.

The world's first satellite TV transmission was made possible in 1962 thanks to AT&T's Telstar satellite.

And one of the first stations to receive Telstar's messages was built at Goonhilly that same year.

The Unix® operating system was developed by AT&T in 1969 and has subsequently become an international computer operating standard.

The story continues in a similar vein until today. In fact, AT&T have earned a patent every working day for more than 60 years, most of which have contributed to improving the world's communication.

Communication is the heart of AT&T's business. And technology is our lifeblood. We see our job as connecting people to people, machines to machines, systems to systems, unhindered by geographic and technical barriers.

Today, AT&T has co-operative ventures with over 100 nations. We've been working with British Telecom, and its predecessors, for over 60 years.

Right now, the new transatlantic fibre optics cable is nearing completion, a result of an even stronger partnership between AT&T and the UK.

We're providing jobs at our switch development and transmission manufacturing plant in Malmesbury and our microelectronics design centre at Bracknell.

We intend to invest more in Britain, to serve our customers better.

If you'd like to know more about AT&T in Britain, please write to AT&T, Information Office, Norfolk House, 31 St. James's Square, London SW1 4JR.



We invented the phone back in 1876, and we've been ringing the patent office ever since.



## EUROPEAN TELECOMMUNICATIONS 11

## British Telecom meets new targets in service performance

## Turning point for services

BRITISH TELECOM, the privatised operator which still casts a long shadow over Britain's liberalised telecommunications scene, looks set to make 1988 the year in which it claws back the public respect lost during the summer months of 1987. In a host of areas, from pricing to callboxes, a number of BT has shown signs of putting its lumbering performance of the past behind it.

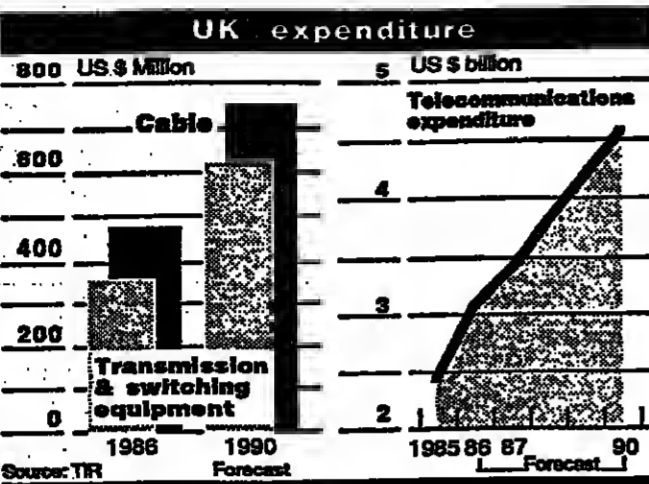
While BT was at last getting at least some of its act together, much of the industry was in suspended animation during the early part of 1988 as it awaited the outcome of two key developments: the inquiry by the Office of Telecommunications, the industry's regulatory body, into the future of the rules governing BT's pricing policies; and the merger, finally consummated in April after years of on-off courtship, of the equipment interests of the General Electric Company and Plessey, Britain's two biggest telecommunications manufacturers.

Meanwhile, the fix on the UK telecommunications scene was mainly emanating from one of its newer ingredients — cellular phones whose coming of age was marked by the spectacular decision by Racal to spin off its telecommunications division, centred on its Vodafone cellular operator, at the end of last month.

After the criticisms it received last year, BT has clearly decided to make 1988 the year when it turns the quality of service corner — a goal of some interest to the Government, which under the terms of the privatisation prospectus is now free to sell its remaining 49.5 per cent stake.

The company has already passed an initial test by meeting the first of the performance targets it set itself in the autumn: as it entered April, 90 per cent of its callboxes were working at any one time, according to a joint OfTel-BT survey. This was no mean achievement since availability had hovered between 72 and 77 per cent in the previous months. Significant extra resources plus a thorough review of maintenance procedures were behind this turnaround.

If the callbox improvement was the first tangible benefit won by Britain's telephone users from the entry over service quality last year, another is in the pipeline. BT has bowed to OfTel pressure by agreeing to compensate customers for delays in repairing faults and installing lines from next April. The standard penalty will be 25p a day, although business and residential customers can claim up to 25,000 and 21,000 respectively if they can prove loss resulting from BT delays.



Source: BT

BT also launched initiatives on other fronts to regain the confidence of its customers. One was a new £70m fibre optic network in the City of London, unveiled in January, designed to improve the speed, quality and reliability of calls over private circuits. Another was the extension of the price freeze on its main services to the end of March 1989; by then its main changes will not have changed for nearly two-and-a-half years.

Meanwhile, Mercury Communications, BT's network rival, opened the year relatively quietly. It has continued to add to the list of European countries which have agreed to exchange public telecommunications traffic with it — a key objective as it seeks to build up its lucrative international business: the Netherlands has joined Italy and Denmark in the Mercury fold. It is also keen this year to sign up more small business and residential customers, to complement the heavy telecom business users which were its initial target.

The fledgling operator showed it had lost none of its marketing flair by revealing in March that it would offer many of its business customers compensation for failing to meet agreed dates for the installation of new services, neatly anticipating BT's similar announcement, later that month. But Mercury believes its expansion plans are being hindered by the terms governing its interconnection with BT: it has formally asked OfTel to review the agreement.

Professor Bryan Carsberg, OfTel director general, was already deeply engaged in the review of the rules determining BT's price changes, the first major re-think of the framework governing one of Britain's newly privatised utilities. He was bombarded with advice on the key questions: which services should have their prices controlled? What figure should control BT's prices? Should individual services be controlled? Should the present five-year period of the formula change? Consumer bodies were particularly vociferous in demanding tougher price constraints for BT.

Further plans have been nipped in place in the almost non-stop endeavour of building a liberalised telecommunications environment for the UK. In February, Lord Young, Trade and Industry Secretary, announced that up to six more operators would be licensed to run specialised satellite communications services involving transmission from a single source to a number of subscribers. An OfTel ruling in March cleared the way for PanAmSat, a US company, to offer the first private transatlantic telecommunications satellite

services in direct competition with the publicly controlled Inmarsat satellite communications consortium.

Prof Carsberg has also eased the rules governing the introduction of business telecoms equipment by ruling that standards governing equipment on private networks will in future be voluntary; however, OfTel disappointed the burgeoning independent UK telecoms sector by turning down proposals for similar liberalisation of equipment directly attached to the public network.

The emergence of the newly-named company, GPT, out of the merger of GEC's and Plessey's telecoms businesses is the most important event in Britain's telecommunications equipment industry this decade. Long considered vital to give Britain a company which could match the scale of resources available to its American, Japanese and Continental competitors, the merger appeared destined to be thwarted by the notorious bad feeling between the top levels of the two companies.

GPT's new management team, headed by Mr Richard Reynolds, formerly managing director of GEC's telecoms operations, moved quickly to put the strains of the past behind it. Good progress was registered in sorting out nitty-gritty sides of the business such as GPT's engineering and information technology infrastructure. However, the most important questions remain unanswered, particularly how much extra manufacturing efficiency GPT can squeeze out of its merged operations and whether it can capitalise on its bigger scale to win more markets overseas.

It is vital for GPT to build up its overseas business, not least because competition is bound to become even fiercer in its home base: Thorn EMI, which supplies a rival public exchange to BT, for instance, now looks set to take a larger slice of that key market.

Success overseas will also be a key criterion for judging the progress of the alliance between GPT and Northern Telecom, the Canadian equipment giant. This was considerably strengthened in February when STC took over Northern's UK telecommunications business.

STC has put its faith on technological advances which are making it possible for functions traditionally in the domain of the central exchange to be carried out in a more decentralised fashion.

David Thomas

## Belgium

## The stakes are high

LIKE MANY of its European counterparts, the traditional structure of the Belgian telecommunications industry is starting to undergo radical changes.

But the stakes are especially high for this small and hitherto tightly-regulated market. For one thing, Belgium is under great pressure to defend its networks against the threat posed by large neighbouring telecommunications operators in West Germany and France. The fear is that they could cream off a big share of Belgian value added traffic — like telex and fax transmission — to the free-for-all likely to follow the sweeping deregulation that the European Commission is planning for the provision of telecommunications services across the Community.

For another, Belgium's main suppliers of equipment — as opposed to services — are preparing to face tough new competition as a consequence of the liberalisation of terminal equipment which the EC has already decided to carry out and which is set to be transformed into Belgian law over the next 18 months.

This means an inevitable end to the privileges enjoyed by the two company monopoly which has traditionally supplied Belgium's telecommunications equipment and networks: Antwerp-based Bell Telephone and Atea, the local offshoot of the joint venture between Siemens of West Germany and GTE of the US. Already, potential competitors are sharpening their weapons in the fight for market share that deregulation will provoke.

Belgium's postal and telecommunications ministry is moving well up to speed, by comparison with its EC neighbours, in its plans to introduce free competition to equipment purchasing. Draft legislation now in the pipeline would allow subscribers to buy the whole range of terminal equipment wherever they like, rather than from the RTT and its nominated suppliers, by the end of 1989. That is a year ahead of the deadline for free competition for terminal equipment set in the EC's programme.

The draft law, the result of an independent "wise men's" report commissioned by Mrs Paula D'Hondt, Belgium's PTT Minister, has been delayed by the absence since last December of a Government. But all major political parties have accepted it as an urgent priority in their negotiations for the formation of a new coalition and the industry accepts it as inevitable.

A mark of the excitement in store came with the PTT's decision to liberalise last December the supply of mobile telephones, until then supplied only by Sie-

mens. The RTT estimated that the number of users of mobile telephones might climb to 5,000 by 1990 as a result. Astonishingly, it already stands at 7,000.

Everybody is scrambling to get equipment out in time for liberalisation," says Mr Marc De Block, managing director of the Belgian arm of AT&T and Philips Telecommunications (APT), which is set to be a prime beneficiary of deregulation.

The draft legislation would deregulate the market for radio-pagers by January 1989, followed by subscribers' first telex terminals and low speed modems in the middle of that year. First, telex as used for data transmission, are due to be opened to free competition by the end of 1989.

The ministry is however, cau-

"As a Government, we have a duty to protect this small subscriber," says one of Mrs D'Hondt's advisers. They also want to avoid a situation where private networks compete with the RTT to cream off the most lucrative VAN business. "If we go for the complete liberalisation of VANs, we run the risk of bypass networks emerging and we cannot afford the effect this would have on the basic infrastructure," said Mrs D'Hondt in a recent interview.

In its present position under the Ministry, the RTT is deeply influenced by the stultifying political and regional wrangles in which Belgium is so often embroiled. Indeed, the RTT had to go through many months of contorted negotiations to balance Flemish and French speaking

## Belgium is under great pressure to defend its networks against large neighbouring telecom operators in West Germany and France

tious over the extent to which it is prepared to liberalise services, a view supported by the wise men's report. It recommends that the Regie Des Telephones et Telegraphes (RTT) should be turned into an independent but state-owned company, and keep a monopoly control over the basic telephone network and over "essential" Value Added Networks (VANs). The approach is similar to, and influenced by, recent telecommunications legislation in the neighbouring Netherlands, seen as the most liberal regime in the EC after Britain. It is also in line with the European Commission's own acceptance that national PTTs should keep their traditional control over basic networks.

Belgian telecommunications authorities want to avoid running into what they see as the main problem flowing from liberalisation in the UK, where private subscribers in remote and unprofitable areas have paid much higher tariffs since deregulation than lucrative business subscribers making large numbers of international calls.

regional interest before it could finalise last August a Bfr 41bn (\$24m) contract for the provision of new digital exchanges, associated equipment and research over the next five years. The wise men's report — and the Ministry itself — has every sympathy with that view.

However, the wise men's report does set strict limits on just how much autonomy the RTT would get — and it falls a long way short of full privatisation. It accepts that private investors could eventually participate in the regime in a second stage of liberalisation, but that state ownership should not in any event fall below 51 per cent.

It also calls for the establishment of a separate independent body to monitor the RTT's behaviour control type approval, currently the RTT's preserve. This organisation, to be called the NAT standards and authorisation institute, would also issue licenses for private companies to provide value added services on leased lines and exercise a certain amount of control over tariffs.

Final details of how the system would work — and crucially the exact conditions for competing private services — have yet to be decided after further talks between the PTT, users and the telecommunications industry.

Further ahead, another big challenge facing the Belgian telecommunications industry is how to co-ordinate the introduction of broad band communications, the provision of voice, data, video and text on one optical fibre channel, expected to become a reality some time in the next decade.

This is an extremely sensitive issue for a country in which 95 per cent of homes are already plugged into cable television, among the highest penetration in Europe. Clearly, broad band communications will make the present coaxial cable television networks redundant, an understandably sensitive issue for Belgium's 40 cable television distribution companies.

So far, they have been unable to make up their minds whether to co-operate with the RTT or fight it on questions like who should have the right to channel television programmes through the broad band networks of the future, and how these services should be financed.

"They are afraid that if they do co-operate, they might be digging their own grave," says one government official. To add to the uncertainty, the cable television operators are deeply divided within themselves, along the Flemish-French linguistic lines that touch almost every aspect of Belgian life.

The cable operators have at any rate refused to participate in a five-year technical feasibility study into broad band, which started earlier this year, because the ministry refused to guarantee them full television distribution rights in the broad band networks of the future. The study includes Bell, Atea, ACEC, Siemens and the AT&T-Philips combine. The budget is Bfr 3.3bn, of which the RTT is providing 80 per cent.

An experimental broad band system should be working in Belgium by early 1990, believes the Ministry. In the meantime, the RTT is to set up a pilot integrated digital services network — which uses existing telephone lines rather than optical fibres — with 75 business subscribers by the end of this year.

"The television companies will have to come to an understanding over what their role is to be some time," says APT's Mr De Block.

Williams Dawkins, Brussels

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## EUROPEAN TELECOMMUNICATIONS 12

## Telefonica of Spain

## Record profits

MR LUIS SOLANA, the energetic 52-year-old chairman of Telefonica, says that Spain's National Telephone company is facing "two to three years of opportunity." Forging deals in the Soviet Union and Argentina, cementing alliances with US giants and creating new ones in Europe, Mr Solana is certainly acting according to his dictum.

Mr Solana is also obtaining results. Thirty two per cent publicly owned and listed in New York, London and Tokyo as well as Frankfurt, Paris and Madrid, Telefonica posted profits of Ptas 53.2bn (\$480m) last year on a turnover of Ptas 568.8bn (\$5.1bn) and generated a cash flow of Ptas 283.5bn (\$2.4bn).

It was the company's best ever performance until this year. Mr Solana is confident that 1988 will show an even greater improvement and he has set aside Ptas 330bn (\$3bn) for investment in Telefonica's growth.

This year's investment programme is a 32 per cent increase over the 1987 allocation and it is more than, for example, what the Spanish defence and public works ministries will be spending. Every peso that Mr Solana has allocated will be needed. The investment programmes recently have been in a constant process of upward revision for Telefonica is battling to keep up with the demand of Spain's booming domestic market.

In the past two years, the level of use of telephones in Spain has been growing by seven per cent against an average increase over the previous 15 years of between 1.2 per cent. At peak business hours the lines between Madrid and Barcelona are currently congested to the point of collapse.

Historically, Telefonica has been installing 500,000 lines a year but the figure will be 1m this year and 1.4m in 1989 when there is likely to be another 30 per cent hike in the investment allocation. With only 36 telephones per 100 Spaniards the domestic market will be good business for the foreseeable future.

Politically, it would be well for Telefonica to stay at home and mind its own shop. It used to take some three months to obtain a telephone in Madrid, but the wait is now at least double that and there have been reports of company employees receiving illegal payments for a faster service.

Mr Solana is, however, determined to take Telefonica abroad and he is certain that if he does not act now, companies from deregulated Britain and the US will have the new markets to themselves. Very soon, he believes, the Germans and the French will be following the same path and the competition will become intense.

The disgruntled Spanish consumer has therefore little option other than to keep waiting while Telefonica embarks on recently approved projects such as overhauling Argentina's telecommunications system and building telephones and creating rural lines in the Soviet Union.

Both initiatives reflect Telefonica's belief that it has an edge on competitors because Spain has a natural empathy with societies in the throes of modernisation, having just experienced that process itself. Spain stands at a good middle level for it has assimilated high tech very quickly and is in a position to translate it now for others.

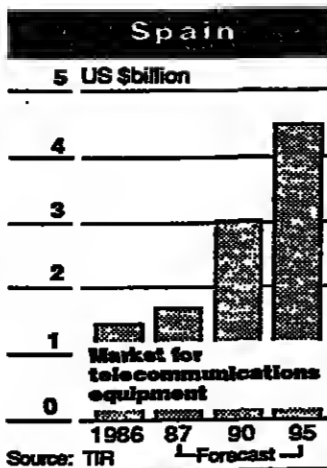
"I can understand the problems of Argentina and the Soviet Union better than say the Germans," says Mr Solana. "Other Europeans don't pay attention to rural telephones but in Spain we have the same number of *pueritos* as the rest of the EC put together."

The Soviet venture involves the manufacture of sets called *taxis* that have been developed by Telefonica. Initial investment is a modest \$3m for a 49 per cent equity in the joint company, but it is expected to grow sharply.

In Argentina, Telefonica will be heading an international consortium that will take a 40 per cent stake in a new telecommunications company which will replace Entel, the existing public-owned company. The project is provisionally budgeted at \$300-700m and the Spanish company itself will be investing some \$100m for an eventual shareholding of around 15 per cent.

Telefonica's involvement in Argentina is its first executive move into a foreign telecommunications system and Mr Solana stresses that it is a "new concept" which could be applied elsewhere. "We are not going as investors or lenders, but as managers of the investment."

In this sense, the only competition is at present provided by British and U.S. Corporations for



Telefonica is an operating company whereas Siemens, for example, is just a seller. When approaching Latin American markets with a view to revamp and privatise, Mr Solana argues that the Spanish company is "less suspicious."

The managerial strategy of the Argentina deal underpins Mr Solana's belief that it is vital for Telefonica, as for any telecommunications company, to expand its position as a network operator in order to carry weight in the decision making that will shape future telecommunications technology.

The Spanish company is meanwhile fast consolidating its technological base. This year at Microelectronica de España, a joint venture with the US giant in which Telefonica has a 20 per cent equity, began producing chips at its semi-conductor plant outside Madrid.

A second venture, with the California-based electronic data systems and named telecommunications data services, aims to design and distribute transmission networks based on Telefonica's own domestically-developed packet switching system, called *Teyes*.

On the European front, Telefonica's latest initiative has been an exchange of shareholdings with Telettra, the Fiat group's telecommunications subsidiary. The pooled resources of the ninth ranking telephone company in the world and the eighth-ranked manufacturer of transmissions and radio bridging equipment is the kind of deal that Mr Solana, for one, views as a perfect marriage of convenience. It gives Telefonica an even sounder platform from which to make the most of its opportunities in what remains of the decade.

Tom Burns  
Madrid

THIS is a crucial year for the Italian telecommunications industry, which is about to undergo a far-reaching reorganisation aimed at rationalising manufacturing and services at home and enabling Italy to be more competitive in the wider European market. Italy is one of the least 'saturated' national markets in Europe and therefore of significant interest to foreign companies wishing to gain a foothold.

The Italians have already lost much precious time. Between late 1985 and the end of last year talks went forward on plans to merge the state-owned Italtel with Fiat's Telettra subsidiary. The plan, which was aimed at the creation of a joint company known as Telit, would have brought together Italtel, the biggest telecoms equipment maker and leading producer of public switching systems, with the Fiat data transmission subsidiary.

The idea was eminently sensible in that it would have created a company with combined revenues of around US dollars 1.6 bn, a company which then would have reached the 'critical mass' needed to team up with a foreign

company and compete on the difficult global market. Unfortunately, the Telit venture ended in a bitter controversy when Fiat pulled out last November alleging political interference. For the last six months therefore, the Italians have been scrambling to come up with alternative strategies. The state and private companies have gone their separate ways, each seeking a foreign ally.

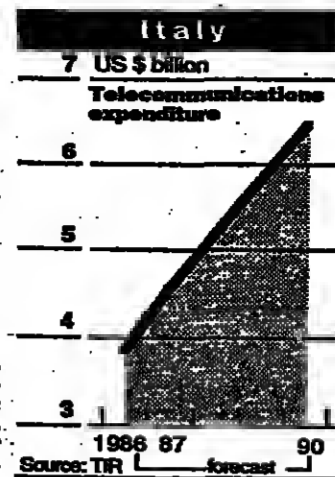
While Italtel and Telettra pursue their separate strategies a major restructuring of the state-owned STET telecommunications holding group is underway. The plan is to transform STET into an operating company that brings together the SIP national telephone service, Italtel, plus the satellite and international carrier units.

To do this, the IRI group, which controls STET, has put forward plans to create what in Italy has been dubbed 'Super-

STET.' Professor Romano Prodi, the chairman of IRI, says his goal is to create "an Italian version of British Telecom." A key element of the new Super-STET would be an alliance with a foreign telecoms manufacturer, such a link would be first and foremost with Italtel.

For foreign companies the attraction of a link with Italtel is to be found in the state company's dominant position in public switching and its access to orders from SIP. Last year, SIP accounted for 76 per cent of Italtel's revenues of Lire 1,471 bn (US\$1.2 bn). For Italtel the attraction of a foreign partner is to be found in its desire to market internationally the Linea UT public switching system that currently represents 28 per cent of total turnover.

At present, there are four potential foreign suitors for Italtel's hand: Alcatel of France, American Telephone & Telegraph



(AT&T), Ericsson of Sweden and Siemens of West Germany. The offers from Alcatel, Ericsson and Siemens are already on the table, while negotiations with AT&T are still going forward. The AT&T proposal would also include a role for Olivetti, in which the U.S. telecommunications giant has a 22 per cent equity stake.

Alan Friedman,  
Milan

## The Nordic region

## Joint ventures

ago established a regional precedent for a competitive telecom equipment market. Denmark and Norway have recently followed suit, although questions still linger concerning the status of private VANS and other telecom services.

The arrival of telecom liberalisation, however, is not expected to cause major changes in market conditions in the short term. In Sweden, for example, an estimated 85 per cent of major companies and 60 per cent of medium-sized ones are already equipped with advanced digital PABXs supplied by Televerket.

Foreign interest in the Swedish PABX market will thus concentrate on small firms, 60 per cent of which use outdated analog exchanges. Televerket believes it can retain more than half of the annual Skr 2.5bn PABX market for hardware, software and services after deregulation. In a preparatory move, Televerket and Ericsson signed last year an agreement to strengthen their decade-old R and D, production and marketing co-operation on PABXs in the face of foreign competition.

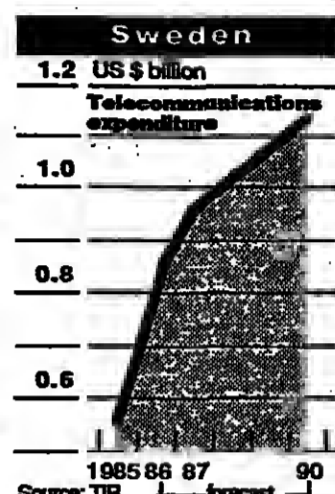
The deal gave Televerket sole rights to the Swedish market for

PABXs jointly developed by Teli, its development and production company, and Ericsson, which in return received international sales rights. The agreement also called for continued joint development, with an emphasis on smaller office PABXs.

The deregulation of telecom services posed a greater problem to the national telecom agencies in the Nordic region. Although Norwegian subscribers pay some of the highest rates in Europe, customers in Denmark and Sweden enjoy among the lowest charges on the Continent. The challenge for the latter telecom authorities is to continue to offer cheap rates and maintain their efficient but expensive networks despite competition in the profitable areas of long-distance and international services.

Signs of competition have already emerged. Comvik Skyport, a subsidiary of the Swedish conglomerate Kinnevik, expects state approval this summer to begin the international transmission of data and voice services via satellite.

In response, the telecommunications administrations in all five Nordic countries last August established a Stockholm-based company, Scandinavian Telecom-



munications Services AB, to provide a complete package of international data, voice, text and picture transmissions for Scandinavian companies.

STTS has already signed agreements for exchange traffic with Hong Kong, Singapore and Canada, and is conducting negotiations with other countries where Nordic multinationals have strong interests, such as the US, Japan and Australia.

For the Nordic telecom industry, the price of increased market competition at home is small compared to the benefits they are likely to reap from telecom deregulation in the rest of the world. Ericsson has been able to shift its emphasis from the faltering

Third World market to industrialised countries as a result of market liberalisation in the US and Western Europe.

The break up of AT&T into the Baby Bells has given Ericsson the opportunity to become the third main supplier of public switching systems in the US. In France, Ericsson last May acquired access to 16 per cent of the public exchange market through its purchase of a minority stake in CGCT, which was sold off by the state.

Ericsson is collaborating with several other firms for the development of a standardised pan-European cellular mobile telephone system in the 1990s. It has concluded separate deals in this area with France's Matra and the UK's Orbitel, the latter a joint venture between Racal Electronics and Plessey. Ericsson also has a more limited R and D co-operation agreement with West Germany's Siemens.

But Ericsson's dominance in the global cellular systems market, where it claims a 45 per cent share, is now being challenged by Nokia, the Finnish conglomerate. Nokia, through its Nokia-Mobira subsidiary, is already one of the world's three top producers of mobile telephone handsets. The Finnish firm signalled its growing interest in the cellular systems market last year when it teamed up with Alcatel and West Germany's AEG to bid for the pan-European system.

John Burton  
Stockholm

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SECTION IV

# FINANCIAL TIMES SURVEY



The magnetism of the former sleepy railway town as an industrial and commercial centre is a rare phenomenon,

writes Roy Hodson. With considerable redevelopment planned, it has few competitors in Europe, and by the turn of the century its size will have doubled in 50 years.

## A home for Euro-strivers

"WHAT IS special about Swindon?" I asked, after inspecting the first ten of its 30 glittering industrial and business estates, where glass buildings shimmer in the sun and a conventional building looks like a period piece.

The best reply came from a Yorkshireman who now helps to promote Swindon's agile growth. "We tend to get the intelligent bits of organisations," he said.

Perhaps he had hit upon the core factor of Swindon's amazing development from a sleepy old railway town in the 1950s to its present status as a growth point for the best of industry, and its promise as the home of businesses striving to be prominent in the European economy.

A typical Swindon-type business is Hantmax, part of an international group. Since it arrived in the town in the early 1970s, the group has steadily developed its British trade in what used to be called photography but is now something grander called "imaging technology". UK sales have grown by 26 per cent and profits have more than doubled in the first half of this year. It finds its business-park premises on Swindon's outskirts a near-ideal base

for its activities in Britain.

Some enthusiasts for what is happening in Swindon claim that there is the fastest-growing town in Europe. That is hard to prove. It is not staining the truth, however, to say that the magnetic attraction of Swindon as an industrial and commercial centre is a rare phenomenon. Within Europe its competitors are few and far between.

More than 50,000 people have moved into the area since the early 1980s, attracted by well-paid jobs in Swindon. The population, slightly under 100,000 in the days when Swindon was an undistinguished little railway town, has now reached 168,000, and is certain to go on growing fast as new housing and industry spreads across the land still available in and around Swindon's boundaries. By the year 2000 the population is likely to be nearly 200,000. The town will have doubled in size in 50 years.

By then Swindon will be the hub of a travel-to-work area of well over 300,000 people. Its role will be that of an important national centre for at least four modern industries. They are micro-electronics and sen-

ductors, motor-cars, financial services, and distribution services in the broadest sense, including electronic and physical distributive activities.

All this will be in addition to a sound base of manufacturing and service industry that has been developing since the 1950s.

The town which, in the lifetime of many of its people, used to depend almost wholly upon 13,000 jobs in the British Rail engineering works has come a long way . . . and clearly has a long way to go yet.

Swindon's success owes much to geography, coupled with such factors as the availability of large tracts of land for development, and a general willingness to embrace change.

With London less than an hour away by the fastest 125 Inter-City trains, the M4 London-Wales motorway just a few minutes drive from the centre of town, and good road links with the Midlands and the south coast, Swindon is in a strategic position. But it scores most heavily by its easy access to Heathrow. Time and again industrialists told me that it was the combination of Heathrow and reasonably-priced indus-

trial premises and housing that made them plump for Swindon.

It used to be a compact place dominated by a small "Nob Hill" called Old Town, where elegant houses and a Georgian shopping street remind one of the days when it was a true country town. That, of course, was before it was chosen by Isambard Kingdom Brunel as a vital link in his Great Western Railway. He extended Swindon with a workaday town centred on the railway station and the railway workshops.

Now the workshops have gone, and Old Town is about to be improved by a £17m scheme to give it new commercial drive while keeping the character of the district.

Meanwhile, down the hill in the new town, the closure of the railway workshops has run its course and made room for new enterprises. Tarmac is starting on a massive scheme to redevelop a large area of the old workshops land and buildings to create a new centre of excellence for Swindon, including hotel, leisure, and heritage facilities.

The town is fortunate to have a pedestrian shopping centre dating from the early years of the

concept - one example of foresight by a Swindon borough council in times gone by. It is to be improved in radical fashion over the next three years by a series of schemes led by a £50m development of the Norwich Union on a site at present used as a car park.

A second scheme is being led by Sun Alliance to redevelop a part of the town centre called the Parade at a cost of £30m. A public competition to rename it indicated a certain nostalgia for the great days of steam. Swindonians decided to call it Platform One.

Until last year, some speculative office developments in central Swindon were looking for tenants. No longer. The town is now short of office space and many new office blocks are planned on central land being used at present for car parks. The financial services company Allied Dunbar, which spotted the attractions of Swindon as a centre in 1971, now employs more than 2,000 in six office blocks.

The town is heavily dependent on private developers to help it match amenities to the fast growth of industry and commerce. The ruling Labour council

of the local authority, Thamesdown Borough, is at present rate-capped by the Government, but not for the usual reason of being a profligate council in an old and poor community. In Thamesdown's case the situation is quite the reverse. The council is being penalised for trying to keep pace with Swindon's headlong economic growth.

The town is growing at a rate well beyond the top parameter of any government projections. The council's rate-capped limit at present is some £14m - a combination of local rates and government grant. In fact, the council needs to spend £5m more than that in the next financial year to keep up with the demands of a relentlessly-expanding community.

Both the borough council and Wiltshire County Council accept that they can only forge ahead with new housing and industrial developments, together with the necessary improvements to Swindon's town centre. If they can tap private-sector money. The two authorities are doing that in quite a spirited way by securing from developers what is known in the trade as "planning gain".

The idea is that the developer stumps up money for the new infrastructure made necessary by his creation of offices, factories and housing estates.

So far the system has worked well in Swindon and the surrounding district as developers have readily conceded that they have a responsibility beyond filling green fields with houses and high-tech blocks. But Mr Nicholas Ridley, Secretary of State for the Environment, has shown disapproval of "planning gain" deals recently, and Swindon may have to make more sophisticated arrangements with developers.

Swindon has managed to attract the cream of modern industry and commerce without the status of new town or development corporation. But with the closure of the railway workshops, 2,300 people had to be relocated, and it was clear that a special body was needed to deal with the problem.

The Swindon Development Agency was set up with £12,250,000 of British Rail money, and its director, Mr Norman Hayes, was instructed to spend it wisely and well. The agency has proved a powerful catalyst in

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Picture: Tony Andrews	

Swindon's recent development. It has played a big part in dispelling fears that the final closure of the workshops would cause a break in Swindon's economic progress. The opposite has happened. The town is attracting more new companies than ever before. Their arrival is smoothed by Mr Hayes and fellow professionals, and the agency works in conjunction with the borough council's own development arm called Swindon Enterprise.

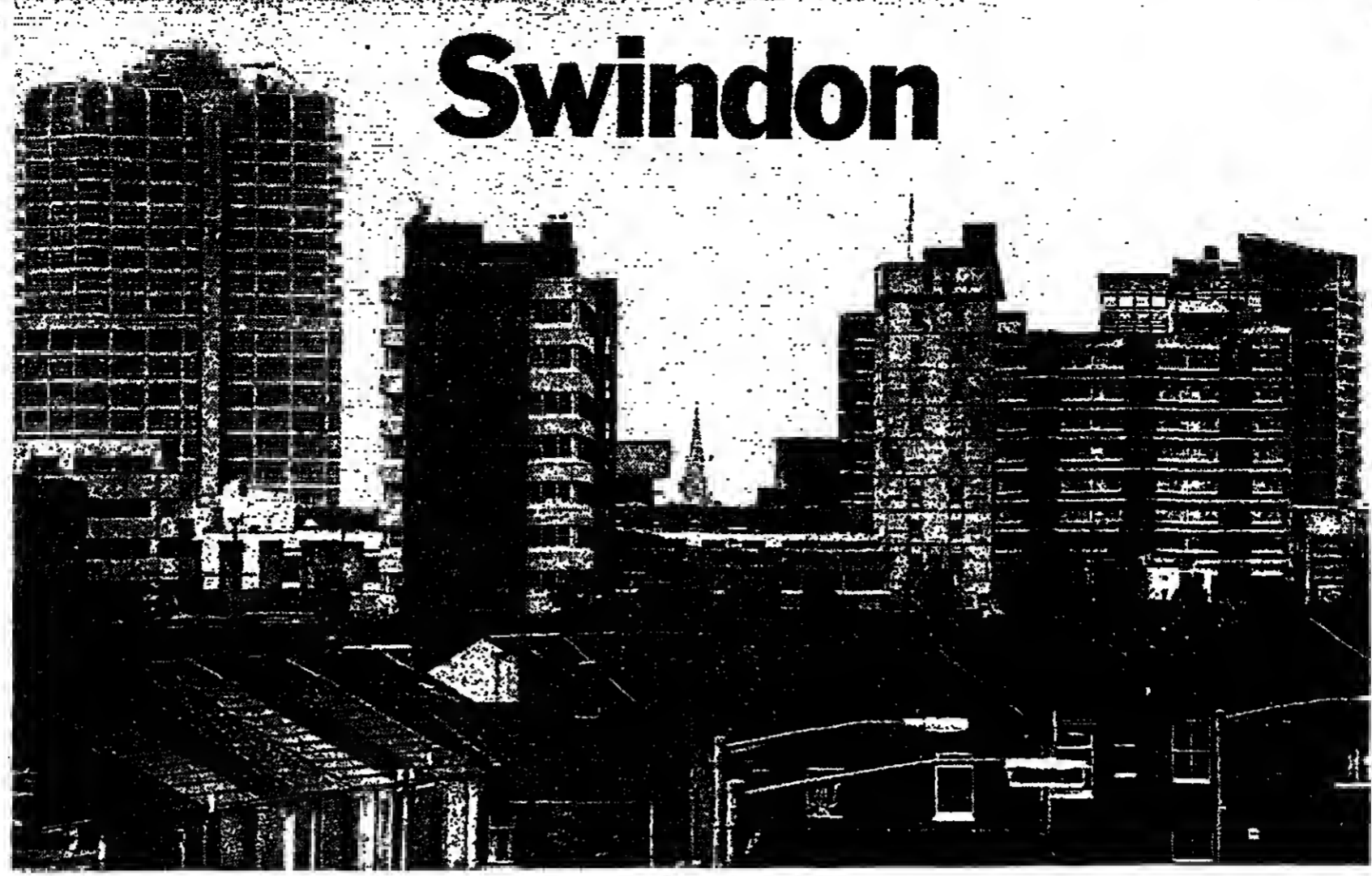
Nine out of 10 of the workshop employees have new jobs. Their skills have been welcomed by the diverse mixture of companies that now makes up the Swindon industrial scene.

Future development is remarkably well-charted, even to the year 2000. First there will be a massive expansion to the north of the town - subject to the expected favourable outcome of a recent public inquiry. Led by Crest Homes, the Haydon project will infill the whole northern sector with bricks and mortar and house another 30,000, together with business parks.

Slightly to the east of that site is the old South Marston airfield, where Honda has set up shop with a test track, an inspection plant, and now a new engine manufacturing plant. With more than 300 acres at its disposal, Honda may well choose the site for its first integrated European car plant.

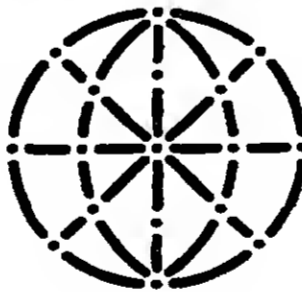
Moving clockwise from Honda round the Swindon periphery there is another site between the town and the M4 motorway, the Coate Water Park. Although this part of Swindon is not allocated for growth, a group of developers has big plans for it to be a super business park for companies needing very large floor areas of up to 600,000sq ft in low-rise office buildings.

Surveyors Bernard Thorpe and Partners have told the county council that there is a crying need for such premises. In a confidential list, they have named no fewer than 23 companies (mostly based at present in London and the Thames Valley and with no room to expand) that are queuing up, altogether, 5,500,000sq ft of offices of the style that Coate Water Park could provide.



# Swindon

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## SWINDON 2

Industry: an exciting pattern is emerging, with four main strands

## Success prompts a quest for skills

SWINDON'S UNUSUALLY fast growth is throwing off new industrial and residential development around its outskirts with all the vigour of sparks from a Catherine-wheel.

Whereas just a few years ago the mix of industry was a glorious confusion - simply put, the town was prospering because it was a place where companies wanted to be - now an industrial pattern is emerging. It has four strands.

There is a healthy mix of conventional industry, including a number of modern plants and company headquarters. Burmah Oil Trading has its headquarters there. One-fifth of Europe's polypropylene food wrappings are made there by Courtaulds Films.

Swindon is also an important centre for the semi-conductor industry and, with it, a broad range of high-tech and computer-linked activity in both hardware and software.

Third, the town has become a communications centre in the broadest sense. It is being chosen as an excellent base for both electronic and physical communications.

The Galileo computer centre, now being built, will handle worldwide bookings for British Airways, and a number of other airlines, by satellite link with a computer complex covering six acres of floor space. British Telecom is building a headquarters in Swindon for its Materials Executive. Employing 1,100 people in four new office blocks, this will purchase and distribute everything British Telecom needs, from satellite earth stations to screwdrivers.

W.H. Smith, the retailer and

bookseller, was one of the first big companies to move into Swindon (1967) and now employs more than 2,000 people at its retail headquarters and Book Cinh Associates. The Bible Society moved from London to make Swindon its headquarters for worldwide distribution.

Finally, Swindon seems to be heading towards a much bigger role in the motor industry, although nothing is definite and much will depend upon the intentions of the tight-lipped newcomers, Honda. The town has the long-established Rover car body plant. Honda is running its current British activities from the old South Marston airfield site (with enough room there for a major car plant to be built), and Renault and MAN Volkswagen both have big distribution facilities.

There are now 30 industrial estates radiating out from the hub of Swindon around the old railways site, and several more are being built, or are being fought for through the planning process. Courtaulds is one of the Swindon manufacturing pioneers. The first factory was established in 1963. The site is now in its fourth big expansion programme, and a total investment of £50m will consolidate it as the biggest producer of polypropylene film in Britain.

Mr Geoffrey Labram, manufacturing director, says that, although skills shortages are appearing in Swindon, his company has not had any problems recruiting staff so far. "We pay

well above the market average." But he, like many other Swindon employers, is having to recruit nationally for people with special skills, such as process control techniques, and systems engineering. He adds that his company finds it relatively easy to attract people to the Swindon area, because of the quality of life in the Wiltshire countryside. His plant is already operating the widest, fastest machine in the

world for making the film, and the new machine now being installed will, he promises, be even wider and faster.

Mr Labram can export more than two-thirds of his Swindon production to Europe and North America, in spite of the strong pound. "We are simply more efficient and better equipped here than the US competition," he says. "But Europe is a more difficult market. All our competitors are investing as we are, for the single market from 1992."

In a glass cube of an office - cum - laboratory, set amid lawns (a pleasant feature of so much Swindon business life), Intergraph is setting a fast pace even by Swindon growth standards. The brain child of an American inventor Jim Meadlock, Intergraph began devising and selling "Cadcam" - computer-aided design and manufacturing - from an attic in Reading in 1980. The company has been growing at a steady 40 per cent a

year for several years, and is now taking new premises in Swindon to supplement its present building which holds 150 people.

Mr Geoff Hall, Intergraph's deputy managing director, says the company move to Swindon from Reading took place smoothly. The new building had been put up "on spec" in Swindon and they were able to move into it without delay. Almost all the staff were prepared to move

with their jobs. A number kept their old homes in Berkshire or Wiltshire and now commute to Swindon. He likes the choice of new premises for further expansion in Swindon, and even more important, likes the atmosphere of the town - "It is an environment conducive to growth."

Another company, Gordon Russell, has sworn against the torrent of high-tech activity flowing into Swindon by creating in the town a successful traditional manufacturing activity - furniture making - during the last seven years. With a work force of 300 in Swindon, Mr Chris Coombs, the managing director, is well satisfied with the choice of site near the centre of the town.

He has been able to take on and re-train in modern furniture-making methods many of the excellent craftsmen who were made redundant when the British Rail Engineering workshops closed. He shrugs off competition

for labour, premises and services from his high-tech industrial neighbours: "We turned over £25m last year."

Next year he intends to offer some young employees the style of industrial life remembered by their fathers, by reintroducing old-style three-year apprenticeships in modern furniture-making techniques.

Plessey Semiconductors is the oldest Swindon-based company in a specialised business which has become very important to the town's economy, and which has helped Swindon gain an international name. While Plessey is the only company in the town actually making semiconductors it has been joined by Intel, National Semiconductors, Marconi, and others comprising, together, a vibrant semiconductors sector in the town.

Intel has a design and operations centre. National Semiconductor does design and distribution. Swindon Silicon Systems is a spin-off company from this family of activities specialising in micro-chips design. Marconi Microsystems makes microelectronics assemblies in the town using "chips".

In a closely-related activity demonstrating the synergy generated by the micro-chips business, Straits Data Products has just invested over £1m in a floppy-disk duplication centre in Swindon to produce more than 6m discs a year. It is offering a 24-hour service on duplication in real emergencies and will store clients' master programmes securely.

Mr Jeff Salter, of Plessey, points out that his company is a

## BASIC FACTS

Local authority: Thamesdown Borough Council, One Office, Eddle Street, Swindon SN1 2JH Tel 0793 29557

Swindon Enterprise (the borough's promotion arm): Level 5, 1241 Tower, Canal Walk, Swindon SN1 1LH Tel 0793 48284

Swindon Enterprise Trust: 54 Victoria Road, Swindon SN1 5AY Tel 0793 427793

Swindon Development Agency: Enyo Square, Swindon SN1 5B1 Tel 0793 51555

Swindon Co-operative Development Agency: 3 Hedingham, Swindon SN1 5B2 Tel 0793 51555

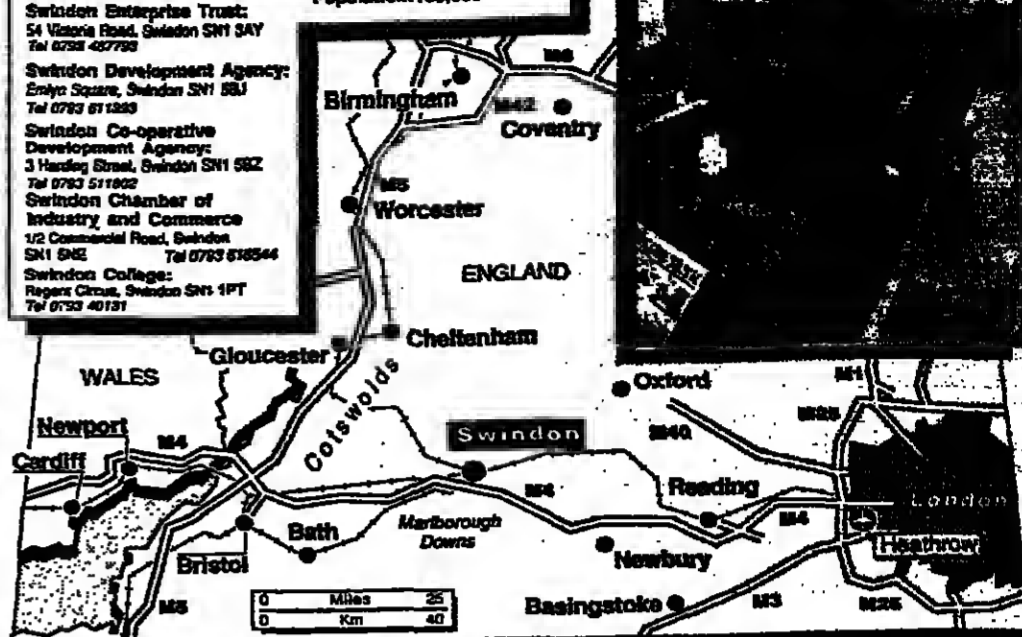
Swindon Chamber of Industry and Commerce: 125 Commercial Road, Swindon SN1 5B2 Tel 0793 51554

Swindon College: Regent Circus, Swindon SN1 1PT Tel 0793 40131

Royal Military College of Science: Shrivenham, Swindon SN6 8LA Tel 0793 702551

Thamesdown and District Tourist Association: The Information Centre, The Arcade, Regent Circus, Canal Walk, Swindon SN1 1LH Tel 0793 49284

Population: 164,000



Swindon's geographical location, which once attracted the industry and culture now commensurate in the town's railway museum, is still a magnet.

founder member of the "chips" club. It still uses the original Swindon building in which it helped pioneer British production of micro-chips in the post-war years. Now Swindon, employing 1,200, is the Plessey headquarters for its three semiconductors manufacturing and marketing plants. Plessey is concentrating on the manufacture of applications specific integrated circuits (ASIC), and is one of the world's top ten in that special field with more than \$200m a year international

sales. The ASIC market currently generates much better profits than commodity chips, and Plessey is finding ready sales among the communications industry, radar manufacturers, satellite television equipment makers, and television cable equipment makers. It also supplies the "chip", incidentally, for the Whistling Key Ring.

One of the more remarkable features of the semiconductors

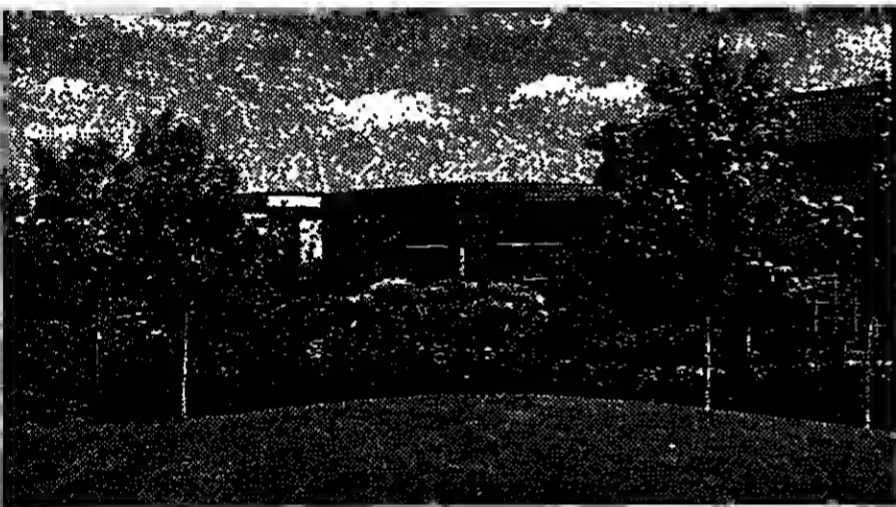
industry is that it actually regards human workers as a hazard. They generate heat and skin particles which contaminate the clean environment needed to make and service reliable micro-chips. So the labour force in semiconductors in Swindon is unlikely to rise dramatically as automated production is further developed. However, it will continue to be one of Swindon's most valuable earners.

Roy Hudson

## Kembrey Park, Swindon Centre for business

### "WHY LOOK ELSEWHERE?"

David Allcorn, Financial Controller, THORN EMI Home Electronics.



THORN EMI Home Electronics first moved to Kembrey Park in 1985, and expanded the following year.

The decision last month to further expand within Kembrey to an additional 8,400 sq ft at Apple Walk, rested on the business park's communication links with Swindon where a corporate historical presence had been established.

David Allcorn, Financial Controller of THORN EMI Home Electronics says that the provision of modern business accommodation matches the image of this division of the company.

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**Sun Alliance developing for the future**

IN A town that has once before seen its main economic prop pulled away by forces beyond local control, it is understandable that some recent motor industry developments should have caused anxiety.

The two main events concern Austin Rover and Honda. And they provide a reminder that there are risks, as well as opportunities, inherent in the industry's high-spending presence; though, this time, the consequences of decisions affecting the two seem unlikely to have an adverse effect on Swindon.

Yet, so complex has decision-making become in the motor industry as a result of its evolution into a global matrix of joint ventures and collaboration, that it is easy to envisage circumstances in which the outcome could have been less favourable.

Jaguar's decision, after many years, to source its car bodies from elsewhere than at Austin Rover's Swindon plant, and the unforeseeable consequences of the planned British Aerospace takeover of Rover itself, is likely to reinforce local determination never again to drift towards being a one-industry town.

The Jaguar decision to set up a joint venture with GKN, to establish a body pressings plant at Telford in Shropshire, is undoubtedly a blow for Swindon. Despite the development authorities' success in attracting a broad spread of sophisticated companies, embodying all facets of hi-tech, Austin Rover's pressing plant (set up originally by Pressed Steel Fisher) remains the area's largest single employer.

It has a workforce of 3,000 at Stratton St Margaret, and is engaged in body pressings, body and tool design and die manufacturing. Jaguar has accounted for between 10 and 15 per cent of its output, which includes also the main pressings for Austin Rover's product range and some body panels for Saab, the Swedish car maker.

Had the Jaguar business been withdrawn overnight, job losses at the plant would have been considerable. As it is, Jaguar and GKN expect to take three years to build their Telford plant, during which time Swindon will continue to supply Jaguar with 50,000-plus bodies a year.

The hope of Austin Rover's management is that, during this period, demand for its own cars will increase sufficiently to compensate. There are grounds for optimism.

Austin Rover produced 487,500 cars and light vans last year without cresting stockpiles - sales totalled 471,500 units. Its long-declining UK market share appears to be stabilising at around 15 per cent, while exports are continuing to climb quite sharply (up about 17 per cent in the first quarter compared with a year ago).

Mr Graham Day, Rover's tough Canadian chairman, has banned



A die sinker at Austin Rover's Swindon plant; and the MAN-VW distribution centre beside the M4



The motor industry

## A brush with danger

company executives from making sales or output forecasts, but it seems reasonable to expect output of around half-a-million units in the coming year, given that the UK new-car market once appears set to break the 2m barrier for the second year in a row.

But the three years do contain uncertainties. Although most analysts consider it unlikely, there is no guarantee that there will not be a market downturn by the end of the decade. And Austin Rover's future is heavily tied up with the success or otherwise of its RS new car range, developed jointly with Honda and replacing the Maestro and Rover 200 next year, and the Metro-replacing RS due a year later.

Partly for these reasons, a more fundamental issue, of who should acquire Rover Group in the privatisation process, has been a subject for particularly close scrutiny at Swindon.

This is not just because of its implications for the Stratton St Margaret plant, but also its potential impact on the intentions of Honda. As a result of the collaboration, Honda is moving rapidly towards completion of a 70,000-units-a-year engine plant, to complement other facilities on its nearby 324-acre site, the former Long Marston airfield.

The initial reaction has been one of relief that, barring some last-minute bid which would infuriate government ministers,

Rover is not to be sold to a rival motor company. A consequence of a rival motor company "solution" would be rationalisation of various aspects of production, with body pressings a potential area for savings. The Swindon plant could have been a beneficiary - equally, it could have wound up as a loser.

Of no less concern, however, were the implications of a such a solution for Honda's future in the town. Would tripartite collaboration with Rover and a third-party rescuer (Honda having itself refused to take an equity stake)

still be on the cards? Would Honda simply meet its basic obligations under current contracts, then look for partners elsewhere in Europe?

Or, with potentially profound consequences for the area, would it plunge ahead with the full-scale car manufacturing plant at Swindon, which some industry observers believe is its long-term intention in any case?

When, as a courtesy measure, Industry Secretary Lord Young told Honda in Tokyo of the intended sale to British Aerospace, Honda made clear both its

welcome for that deal and its hostility to Rover's being acquired by another car maker. With the BAE deal appearing almost a fait accompli, Honda appears on course for a stable relationship with its UK partner until the start of the 1990s at least.

Engine production, due to start next spring, will create another 150 jobs at the Swindon plant, bringing the total to nearly 200. Inevitably, the addition of the engine plant to the test and final preparation facilities for Honda Ballades, and Legends built for Honda by Austin Rover, has led to speculation that indigenous component suppliers risk being trampled in a rush of incoming Japanese component makers keen to set up shop in Swindon.

While development officials naturally keep negotiations with potential incomers confidential, there is little sign of this happening. On the contrary, both Austin Rover and Honda say UK suppliers introduced to Honda by Rover are proving both willing and able to meet notoriously high Japanese quality standards.

Honda and Rover group, however, are not the only motor industry interests in town: Swindon's location beside the M4, within easy striking distance of the M25 ring, Heathrow airport and other key communications links, and its go-getting enterprise culture (despite lack of regional grants) have attracted both Renault and MAN-VW, the West German commercial vehicles group, to choose it as their national vehicle distribution headquarters.

They are beginning to form a culture of their own: in mid-April the four companies, plus representatives from engineering group BICO-Chac, held their first meeting under the title of the Thamesdown Motor Industry Forum. The idea is that if Swindon really is to develop as a motor industry centre, it should have an organised lobby.

John Griffiths

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## SWINDON 3

Roy Hodson on the growth of financial and commercial services

## The professionals' arrival will change the skyline

SWINDON CANNOT yet claim to be an established regional financial and commercial centre. But all the signs are that it is heading fast in that direction.

Mr Michael Scott, of the London firm of lawyers Charles Russell Williams & Jones, which has opened offices in the town, says that financial and commercial firms are now recognising the "enormous potential" that Swindon offers.

Another firm of lawyers, Peake and Co, has also opened offices specialising in corporate and commercial work. And a local legal firm, Kinnear and Co, has merged with firms in Bristol and Exeter to form Ewan Ashford with a similar view of Swindon's potential.

Of the big league chartered accountants, Ernst & Whinney has opened a Swindon office this year, and it is expected that at least one of its competitors will be arriving soon.

Until now, specialist legal and financial work required by Swindon-based industry and business has mostly been done in London - less than an hour up the railway line. But the spectacular growth of Swindon in the last two years is convincing professional firms that they should set up shop in the town.

The prospect of a thriving commercial infrastructure is being seen by some as the next logical step in its development. At present the town is only sparsely equipped to house commerce. The most obvious need is for more hotels. The present ones can hardly cope with demand for rooms during the week by businessmen.

But there are plans for a new hotel building, and the situation will be eased later this year when the \$3m Swindon Holiday Inn opens. It will provide 150 rooms with a high standard of accommodation within easy reach of the centre of the town and the M4.

The financial and commercial sector of Swindon includes at present Allied Dunbar Nationwide Anglia, which has its national administrative centre there, and National Employers' Mutual Insurance.

Allied Dunbar, Britain's biggest unit-linked life assurance company, spotted Swindon's potential as a centre for growth as far back as 1971. The company was attracted to the first place by Swindon's then low property prices and the ease of access to London.

Mr Phil Smith, the group's finance director, sits today in a tall office block overlooking the old railway plant - which is now undergoing frenzied redevelopment to create a model town centre of excellence. In almost every direction he can see other Allied Dunbar buildings. The company has become one of the town's top

**Allied Dunbar spotted Swindon's potential as a centre for growth as far back as 1971**

five employers, and has a staff of more than 2,000 in six office blocks clustered around central Swindon. Within the last year its workforce locally has grown by 13 per cent.

Allied Dunbar has no regrets about its early move to Swindon and has become closely involved in community initiatives. As a group it now identifies with the town.

Mr Smith says that, as Swindon develops, more local people are finding jobs with the group at every level. The early pattern for Allied Dunbar's growth was that professionals such as accountants, actuaries, systems designers, and lawyers, mostly had, to be attracted to work in Swindon from other places. But that is slowly changing.

Meanwhile, he says, there is a good pool of administrative people living within the catchment area, and others are prepared to commute to work each day from as far as Bristol and Reading.

The office boom now apparent in Swindon is a recent phenomenon as companies have begun to appreciate the town's convenience as a commercial centre. Only nine months ago there were vacant offices that had been built as speculative ventures. Since then they have all been taken.

There does not seem to be any immediate constraint upon the growth of Swindon's financial and commercial activities. There is plenty of housing suitable for office workers and rising executives in and around the town at prices that reflect the levels of the south east region but are still below London levels. There does not yet seem to be a shortage of recruits for firms moving into the town. Swindon has proved that people as well as companies are prepared to move to a congenial area of Wiltshire where well-paid jobs are available.

Nor is there any shortage of sites for offices in central Swindon.

And large businesses to move to the town," says Mr John Hall-Craggs, a director of a development capital specialist, Abacus Development Capital, one of the newcomers.

PHH Europe claims to be second-generation Swindonian, as it first moved to the town from Berkshire in 1980, and now has a new purpose-built European headquarters building set in 16 acres of land beside the M4.

The company says the town was in the right place at the right time at the right price. PHH also agrees that Swindon has contributed materially to its success as a leading supplier of fleet vehicle management and home relocation services. The new headquarters houses about 650 staff who used to work in several separate offices around Swindon.

An important factor in PHH's choosing Swindon, rather than such alternative sites as Milton Keynes, Telford, and Peterborough, was, says the company, the M4 link with Heathrow airport which provides quick access to the growing number of PHH European locations.

Education services and research facilities promise to be another growth area in the progress of Swindon. The expertise of the Cranfield Institute of Technology on the town's doorstep at the Shrivenham college is likely to be ever more closely linked with local industry and business life.

And the Science and Engineering Research Council and the National Environmental Research Council, which are already in Swindon, are to be joined this year by the Agriculture and Food Research Council and the Economic and Social Research Council.

All four bodies, funded by the Department of Education and Science, are being centred on Swindon. When they find themselves sharing common ground, they may also find themselves being linked together more tightly in practical ways by a government which has no fondness for a proliferation of quangos.

"We are enthusiastic about Swindon and the very positive approach that the borough has taken in encouraging both small

FIVE HOUSES are being completed every day in Swindon, nearly all of them by private developers. The ready availability of new houses within easy reach of factory or office is helping the momentum of the town's growth, as families from other parts of Britain and abroad are recruited by Swindon companies.

But prices are proving a deterrent for some - particularly for people wishing to move to Swindon from other regions where house prices are on an altogether lower plane than the levels now accepted by buyers in the south-east. For Swindon, although technically in the south-west region, owes its economic activities to the south-east, which starts only a few miles east of the town. House and property prices are in general a little lower than in Berkshire and Hampshire, but well above those prevailing south-west region.

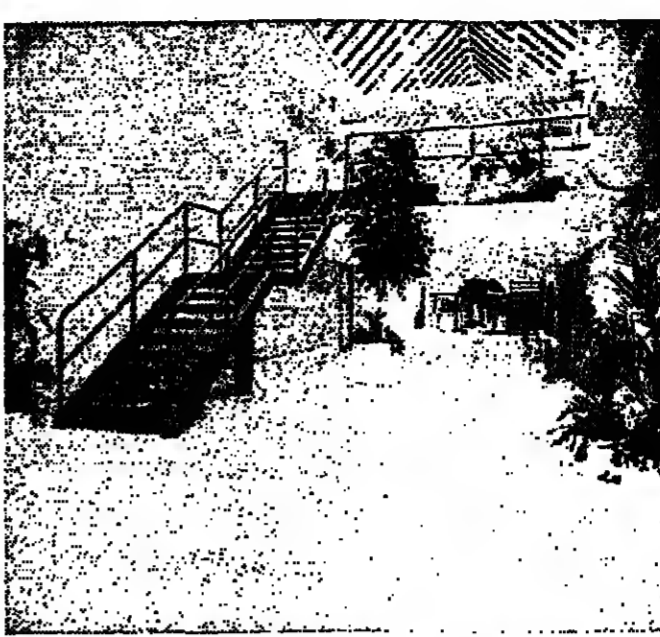
Not all housing development is new building, however. In Swindon's Old Town, which is the original market town strategically sited on a small hill in the days before the railway came to change things forever, a great deal of effort is going into modernising good-class old property and keeping the character of the district. Mr Russell Cleverley, who runs Hannick Homes and Developments, specialises in sympathetically designed commercial developments with emphasis on the conservation of old buildings. He has just won Thamesdown borough's annual award for his efforts.

Thirty industrial and commercial estates are clustered around Swindon so far. And there is the certainty of a good deal more development to come, both on the outskirts and in the derelict corners of the central area where there will be much new office development during the next few years.

Until less than a year ago, there were property bargains to be had in Swindon, particularly for companies moving out of the highly-priced London and Thames Valley. There was vacant modern office space in the centre of the town, and companies moving into the business parks could often find new premises that had been built as speculative ventures and were waiting for a tenant.

The office and high-tech commercial market has changed dramatically during the last nine months, however, and some agents report difficulty in finding accommodation for companies wanting to move to Swindon in a hurry.

The largest high-tech building, currently available in the Swindon area is Sunrise 16 fronting the M4 at Junction 16. This is a



Sunrise 16, which cost £50m, is ready for immediate occupation

### Property

## House prices deter some

development in a landscaped setting with 64,000sq ft of space suitable for a company headquarters or other high quality business use.

Sunrise 16, which cost £50m, is ready for immediate occupation. A rent of £475,000 a year is being sought. The joint letting agents

**In Old Town, a great deal of effort is going into modernising good-class old property**

are Gooch & Wagstaff, Peter Taylor, and Chestertons.

The latest big deal in Swindon offers a guide to the market. Terms have been agreed on a 240,000sq ft offices and computer centre on the Windmill Hill business park for the Galileo Distribution Systems headquarters.

Galileo will consolidate Swindon's growing role as a electronic communications centre.

The system - basically a huge computer complex - will provide worldwide travel reservations and information systems for a consortium of British Airways, Aer Lingus, Alitalia, Austrian Airlines, British Caledonian, KLM, Swissair, TAP Air Portu-

gal, and the United Airlines' subsidiary Covia.

Acting as agents for the consortium, Drivers Jonas has acquired Optimus, a new 75,000sq ft office building, for a rent in the region of £10 a square foot. Galileo has also agreed to lease a 160,000sq ft computer centre

which is now being built on the site. Finally, the consortium has taken an option on adjoining land which could take another 80,000sq ft computer-offices block.

The Galileo consortium says it chose Swindon over other UK and western European sites after assessing a series of requirements - including land and building availability and costs, availability of telecommunications, transport infrastructure, a highly skilled workforce, and environmental considerations such as housing cultural amenities, and schooling.

Drivers Jonas investigated about 100 sites, short-listed eight, and inspected four, before Swin-

don was chosen. The Galileo centre should be fully operational by July 1989 after impressively brisk negotiations and planning.

Some time this summer the inspector's recommendations following a public inquiry will be made public, and Swindon will know whether its biggest proposed new development can proceed. The developers, called the Haydon Development Group, are a consortium of Crest Homes, Edwin H. Bradley and Sons, Wimpey Homes Holdings, Prowling Projects, McLean Homes South West, and Costain Homes.

They are hopeful that they will be allowed to develop the "Haydon Sector" - a slice of land to the north of Swindon - in a massive project that would create a mini new town of about 30,000 people (10,000 houses) together with three village centres, linear parks, all the infrastructure of new roads, schools, social centres, and shops, and 134 acres of industrial and commercial development.

An agreement reached between the developers and Wiltshire County Council after protracted talks suggests that the cost of putting in the necessary infrastructure for the Haydon Development would be about £80m, of which the developers would pay £31,500,000 and the county would have to fund the remainder.

It is an instructive thought that the Haydon development would be one-third of the size of the whole of Swindon back in its railway-town days.

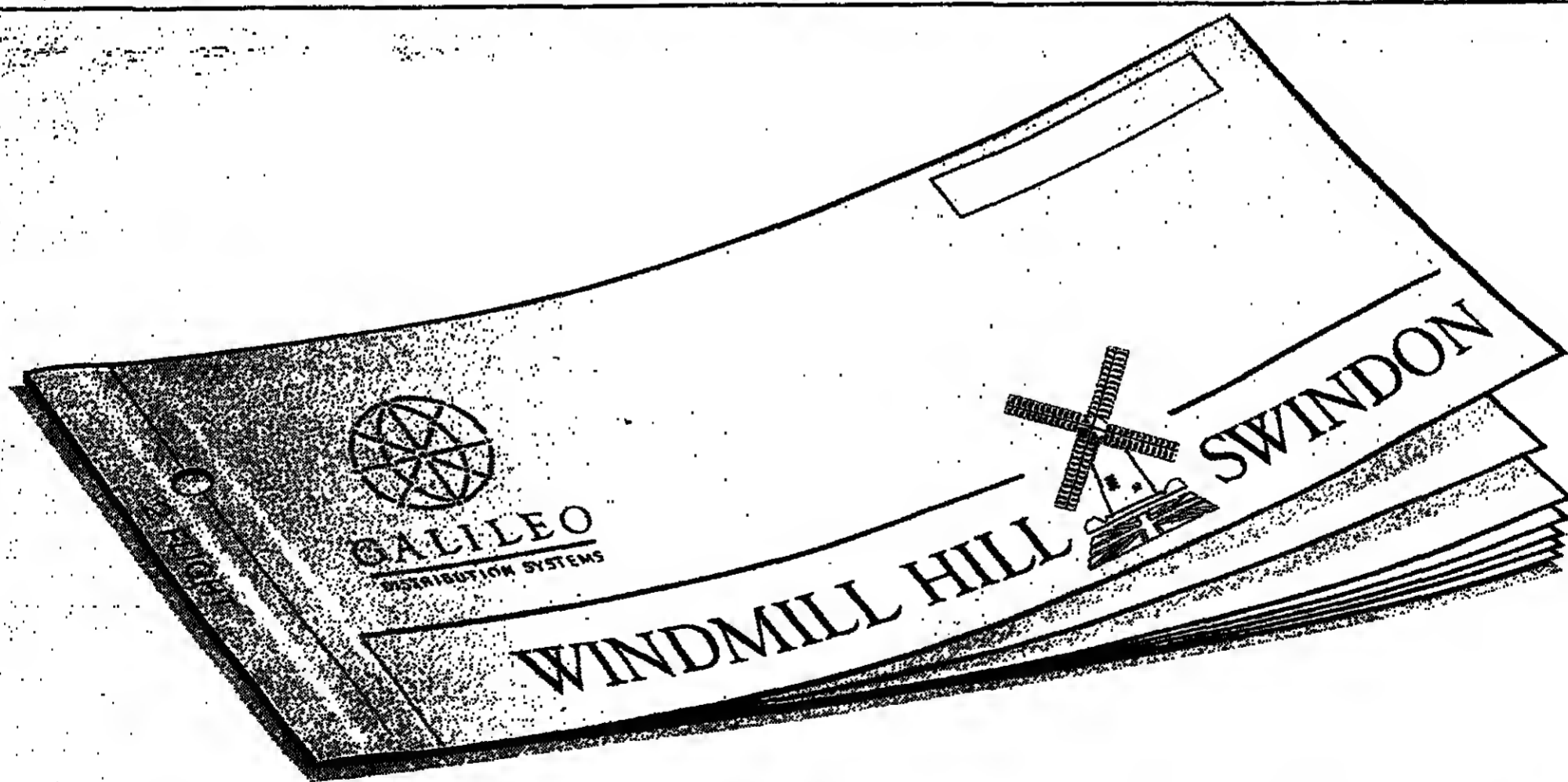
The £250m redevelopment of the former British Rail engineering works in Swindon by Tarmac Properties will dominate town-centre development for several years to come, and will change the face of central Swindon. It should bring style to what is a rather dull central area at present for such an ambitious town.

Tarmac's plans include 1,000 new homes, 500,000sq ft of light industry, retail warehousing, more than 300,000sq ft of business premises, more than 150,000sq ft of specialist shopping, studio workshops, and a raft of leisure facilities, including a railway heritage museum, a cinema, a restaurant, and a hotel.

Swindon's relationship with Brunel and the Great Western Railway will be enshrined - tastefully, the town hopes - in the restoration of listed buildings on the site. There will be much use of squares and piazzas linked by tree-lined streets.

What Tarmac is calling Swindon's new urban village, together with other schemes for modernising and extending the existing pedestrian shopping area, will transform the town centre.

Roy Hodson



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million sq. ft. site, making it the largest high technology base in the U.K. There can be no better endorsement of Britain's first low-rise, integrated Business Park.

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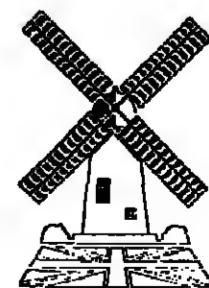
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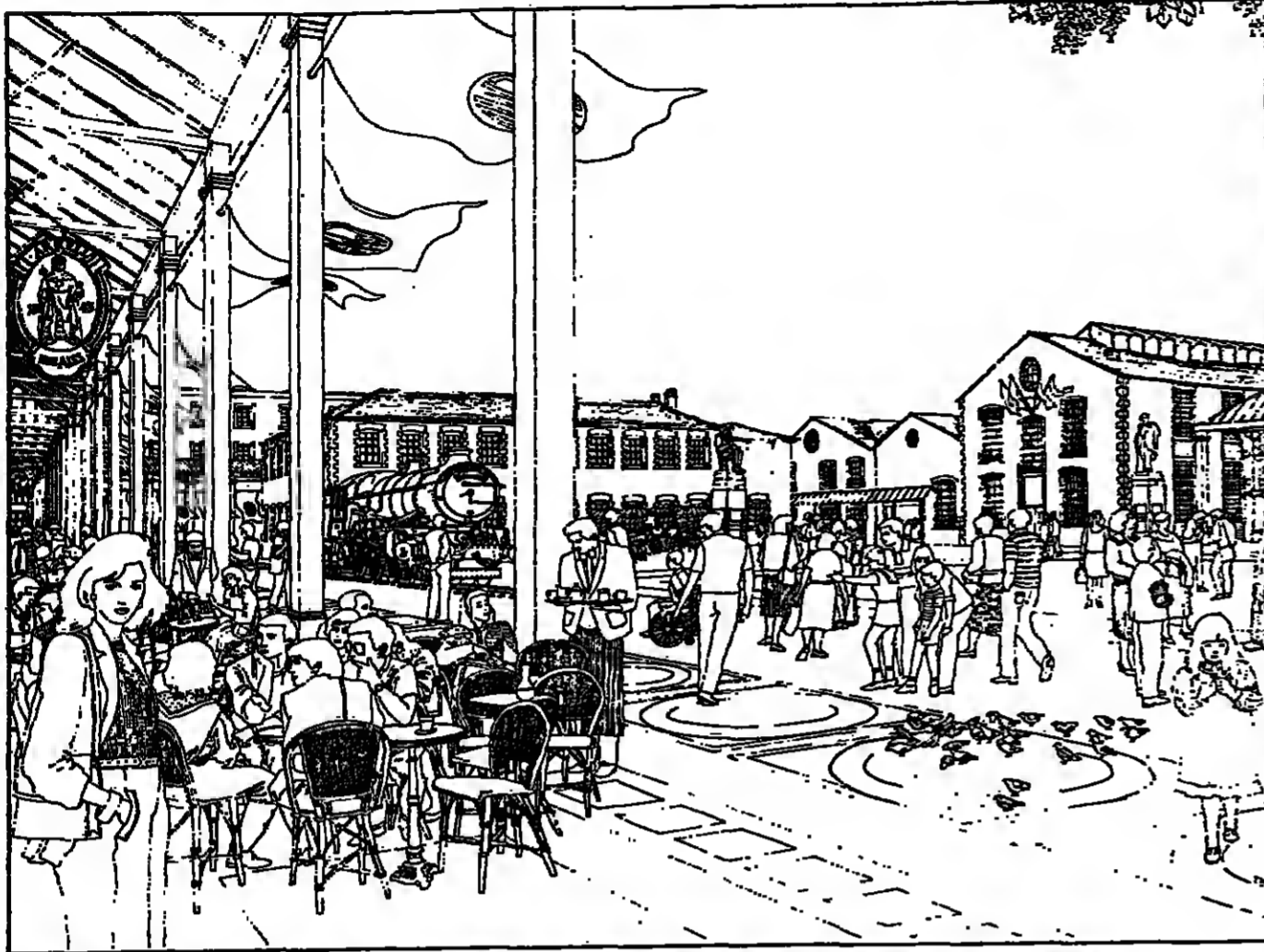
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## SWINDON 4

£250m may be invested in the redevelopment of railway workshops

## New life for historic acres



The main square at the heart of the projected village would feature street theatre and historic locomotive displays

THE CLOSURE of British Rail's Swindon workshops has set the scene for one of the largest urban renewal projects in the country.

It has freed for new use a total of 142 acres close to the heart of the town, which until demolition began a few months ago contained one of the single largest covered factory spaces in Europe - British Rail Engineering (BREEL) Swindon's 450,000 sq ft 'A Shop' - and still retains 51 acres of listed buildings totalling some 500,000 sq ft in area.

This is the site which, for more than 100 years, was dedicated to manufacturing the famous locomotives, rolling stock and other engineering requirements of the

Great Western Railway and which, at peak, employed some 14,500 people.

In future, if everything goes according to plan, it will become a new focus for day and night

**Features of Swindon Village proposed to date include: a Heritage Centre, a covered Victorian market, wine bars and specialist shopping**

time leisure activity in Swindon, as well as providing the town with a major addition to its growing industrial and commercial

space, and housing and shopping needs.

On present estimates, some £250m is expected to be invested in the overall redevelopment scheme in the next five to 10

years, creating 3,000 new job opportunities in place of the 2,000 that were lost in the BREEL workshops in the final closure phase.

The developers, Tarmac Construction, purchased the site last year from British Rail for £2m, and immediately invited the architectural profession to submit proposals for its comprehensive redevelopment.

The outcome of this architectural competition was the appointment of, as architects and lead consultants for the project, D.Y. Davies Associates, a multi-disciplinary design firm whose current work also includes the refurbishment of Heathrow's Terminal 3 and a major extension to the Guildhall in the City of London.

Subsequently, there has been a series of studies and consultations involving, in particular, the chief planning authority, Thamesdown Borough Council. But, according to Tarmac, the consultations and planning negotiations have gone exceptionally smoothly, and it expects planning consent to be granted very soon.

Tarmac is no stranger to large-scale urban regeneration projects. It established a good reputation in the field when it undertook the comprehensive redevelopment of the former Billston steelworks site, after the works had closed in the late 1970s. More recently, Tarmac has been the lead contractor on another major urban redevelopment scheme - that of Cardiff's East Bute dock.

The first phase of the Swindon redevelopment will be a radical improvement in road access. Traditionally served by railways only, the site is still bounded on two sides by railway tracks, and road entry is difficult.

A total of four new road accesses are planned, with the first being built in the north-east corner of the site. There, Tarmac proposes to pay the county council to construct a new roundabout adjacent to the Bruce Street Bridge, off which will run a new spine road southwards to give traffic access to the most exciting part of the regeneration project - the injection of new life into the 51-acre conservation area, already dubbed Swindon Village.

On present plans, this will be redeveloped - using many of the existing non-listed, as well as listed, Victorian buildings - into

a series of grassed squares, malls, courtyards and pedestrian routes.

Key features of Swindon Village proposed to date include: a Heritage Centre for the Preservation of Engineering Excellence (to celebrate the site's illustrious railway origins); a 120,000 sq ft covered Victorian market, plus food court and wine bars; a further 20,000 sq ft of specialist shopping, a cinema, an hotel, a 10-pin bowling club and a pub.

In addition, there will be some 400,000 sq ft of office space and 13 acres of urban housing - flats and link houses - ranged around the grassed squares and along the malls, the first of which could start to come on to the market towards the end of this year or early next.

Local public interest in the proposals has been intense. Some 33,000 visited the exhibition that illustrated the proposals, and several thousand filled in questionnaires designed to draw out local opinion about the shape of the proposals. Top of the list was a desire for an improved leisure environment. "There is no place like to be in Swindon at night," was a common complaint. Swindon Village, Tarmac hope, will silence such criticism.

The other new road accesses will facilitate the redevelopment of the other two-thirds of the site. One is to lead from Wootton Bassett Road, which lies to the south, and another off Rodbourne Road which runs through the middle of the redevelopment area but currently suffers from traffic congestion (part of its length is likely to be confined eventually to local vehicle access only). Finally, another new road is expected to be built from Meads Roundabout into the north-west corner of the site.

Between them, these roads will provide access to a further 40 acres of housing of all sorts, up to 500,000 sq ft of industrial, business and warehouse space, and probably a 27-acre retail park.

This last dimension of the redevelopment project, along with some of the housing and industrial premises, depends first upon the implementation of a major land reclamation project. The western end of the site, known as Manningford Slidings, consists of 59 acres of contaminated ash fill, built up over the steam-train era of 1850 years. Before this land can be redeveloped, some 2m cubic metres will have first to be removed, a process likely to take at least two years.

Whether the retail park emerges as proposed depends also upon Tarmac's overcoming the local planning authority's main reservation about the overall redevelopment scheme as it has taken shape - the provision of a further big increase in the amount of retail warehousing in the town. But the problem should not be insuperable.

Robin Reeves



The Brunel shopping centre would be refurbished and extended under three of the schemes that are being considered

## Retailing

## Six plans under scrutiny

THE TOWN of Swindon and the area around it are poised to put behind them a decade of relative stagnation in retailing, and to emerge in the 1990s as one of Britain's fastest growing shopping centres.

The pace of change has already quickened in the last 18 months or so. In food retailing, for example, the number of superstores has quadrupled to four, with two opening in the last six months and creating more than 600 jobs.

That kind of progress pales into insignificance, however, when compared with present plans for the area. Under consideration are six plans for either building or improving significant shopping complexes, all with at least a reasonable chance of going ahead.

Three involve a transformation of the town centre. The 10-year-old Brunel Centre would be refurbished and extended, and a significant chunk of the Old Town would be redeveloped.

The other three plans involve the creation of two large retail warehousing centres, both adjacent by speciality shopping, and the inclusion of a large shopping complex in a development scheme in the north-east of the town that would create 10,000 homes.

This frenetic activity represents a marked contrast to the last 10 years. Although national retailing chains like Laura Ashley and Next have moved to the area, the only multi-store development since the completion of the Brunel Centre has been the out-of-town West Swindon District Centre. The centre of the town has changed little.

Swindon's retailing sector has grown but it lags behind neighbouring towns and cities like Bath, Bristol, Cheltenham and Gloucester. Its relative lack of prime shopping facilities means that it has only two large department stores.

Major chains that are not represented in the town include John Lewis Partnership, House of Fraser and Habitat, although all three are thought to have looked at Swindon in recent years. Specialty sectors that are poorly represented include antiques and high-class clothing for women.

Swindon's difficulty in matching its neighbours' shopping centres is partly a reflection of the fact that economic prosperity came to it later than most of the others. But local commercial surveys believe the borough council will take some of the blame.

"Until recently, Thamesdown controlled all development through ownership of land, most of it in the town centre," says Mr Simon Bittmead, a partner in surveyor J.P. Sturge, which is agent for two companies hoping to develop retailing centres in Swindon. "It opposed out-of-town developments and has only changed tack recently after losing several appeals."

Not so, says Mr Derrick Bye, chairman of the planning committee. Thamesdown has opposed one-off developments, because they have paid too little regard to infrastructural needs, he says; and he points out that private developers have not put forward any

suggestions for major shopping complexes prior to the six under consideration.

Whatever the borough's record in the past, it seems committed, with varying degrees of enthusiasm, to five of the schemes, and is thought likely, after negotiations, to back the sixth.

**The pace of change is already quickening**

The six plans involve either creating or refurbishing more than 1m sq ft of retailing space.

In the Old Town area, Savington Developments has been selected by the borough to develop the core area, much of it Thamesdown-owned. The scheme, which would create 125,000 sq ft of speciality shopping, aims to revitalize an area which many consider attractive but under-utilised. It is opposed by local traders and still requires planning permission.

Norwich Union has outlined planning permission to create an extra 200,000 sq ft of shopping facilities around the Brunel Centre, which it will also refurbish. About 50 shopping units will be created, and the anchor store is likely to be occupied by one of the multiples. Loveday & Loveday, local agent for Norwich Union, expects work to start in 1990 and finish two years later.

Nearby, Sun Alliance plans to refurbish its Parade complex. Eight of the 30 shops will be demolished, the 1930s-built canopy mall will be enclosed, and the present 250,000 sq ft of sales area will be increased by 55,000 sq ft. The scheme has a commitment in principle from the council, and work is expected to start within 12 months.

Tarmac, the construction group, hopes it can start work this year on a housing, shopping and leisure complex on the former BREEL site in the north-west of the town. The scheme is likely to involve up to 250,000 sq ft of retail warehousing, as well as a 38-acre Swindon Village. This would make use of listed buildings to create a speciality shopping complex along the lines of Covent Garden in London. The council has yet to give support to the scheme, but Tarmac believes it can get it.

At Greenbridge, north-east of the town centre, Britannia Developments and National Freight Corporation have planning permission for a 340,000 sq ft retail warehousing development, together with further space for speciality shopping. Dreweatt Neate, agent, says it has already received firm interest from retailers to occupy half the scheme.

Mr Nicholas Ridley, Secretary of State for the Environment, is considering plans by Crest Homes and English China Clays to build a 1,500-acre mini-town consisting of 10,000 homes. Shopping facilities would include a 100,000 sq ft superstore, support shopping of 50,000 sq ft, a 50,000 sq ft DIY centre and, eventually, 150,000 sq ft of retail warehousing. The council has withdrawn initial opposition to the scheme, having negotiated environmental changes.

With so much in prospect, is there not a danger of a glut of retailing?

Developers can draw comfort from the rapid increase in population in the Swindon catchment area. According to *Shopping in Thamesdown*, a policy appraisal drawn up last year by the borough's town planning department, population should increase from 512,000 in 1986 to 534,000 in 1996.

This has particularly important implications for expenditure on comparison goods, defined as such items as clothing, footwear, furniture and leather goods, because the trend is for more spending per capita on these. *Shopping in Thamesdown* estimates that spending on comparison goods will grow from £249m in 1986 to £338m in 1996 (£99m in 1986 to £139m in 1996).

Whether this will be enough to justify all six schemes is another question. While each developer expresses confidence in its own scheme, there is doubt whether all can go ahead. "We are talking about 1m sq ft of space," says Mr Bittmead, of Sturge. "Even Swindon cannot cope with that."

Mr Bye, the planning chairman, believes that there could be considerable alterations to the projects before they come to fruition. "There may be a hardening of approach," he says. "Market forces will bring them into line."

Michael Smith

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## SWINDON 5

SWINDON is beginning to suffer a shortage of skills - a surprising development in a town that was once a railway engineering hub.

The Swindon Development Agency, which was set up to help cope with the ending of British Rail Engineering activity, now finds itself lacking people with the skills to run the town's economy.

Swindon's transition from unemployment to virtually full employment has happened very quickly. Only last year there were big numbers of redundant people to be resettled and office blocks built in the town centre were standing empty. Now it is getting harder by the day to recruit suitable people, the office blocks are all let, and the town shows distinct signs of mild "over-heating".

In March 1988 there were more than 1,300 railway engineering jobs in the town, and unemployment in the town rose to 7.20 - 15 per cent of the workforce. By late last year there had been a further 800 railway redundancies but the unemployment figure had, meanwhile, fallen to 5.00 - representing just 9 per cent of the workforce.

Since then unemployment has continued to fall, although at a slower rate, and shortages of skills have started to emerge. It is clear that a residual number of a few hundred of the older railwaymen are unlikely to take on new jobs. They are seen by the agency as one of its special responsibilities. It has a continuing programme to organise meetings and activities for them. They are good with their hands and Swindon manages to support a remarkable number of shops catering for model railways and similar creative hobbies.

The Swindon Development Agency, which was originally set up to help cushion the redundancies from the railway workshops, is now looking for ways to help fledgling businesses, and become more positively engaged in business promotion.

The agency was started just two years ago to operate the financial package of £1.25m which was contributed by British Rail Engineering when it decided to close the Swindon works with a loss of more than 2,000 jobs. The money was intended to create



Mr Norman Hayes expects the "one-stop" centre to start functioning in August.

## Profile: the Swindon Development Agency

## Back on the rails

The agency, originally set up to help cushion the redundancies from the railway workshops, is looking for ways to help fledgling businesses

incentives available in the south of England.

From the start, it worked with leaders of the Thamesdown Borough Council (the local authority) and Wiltshire County Council, together with the major employers, business bodies, and trades unions.

Now, two years later, nine out of 10 of the redundant workers have found new jobs or have settled for early retirement. The agency has assisted in creating upwards of 1,000 new jobs, and

has secured, over and above the British Rail money, about £200,000 from local businesses to help its work.

The agency's chairman, Mr Rama Nand-Dal, sees its role as having passed through several

stages during its brief existence in the frenetic climate of Swindon business. After being set up and financed to arrange start-up packages and loans for business, it moved on to give management advice to organisations.

Experts joined the agency on secondment from the ranks of local industry and commerce. Lately it has begun to study venture capital possibilities. Its next big move, will be to bring together the several different agencies trying to promote Swindon's business growth under one roof as a "One-Stop Business Centre".

When that centre is up and running, the agency will have moved well beyond its original brief of helping the railway workers, and will be into a five-year development plan for the growth of the town.

Mr Norman Hayes, director of the agency, expects that the "one-stop" centre can start to function from August this year. The Wiltshire Tobacco Company (part of the Hanson Group), which closed its tobacco activities in Swindon, has put up £50,000 towards the venture and there has been strong support from a number of other leading companies based in the town.

The first important wave of new industry caught Swindon by surprise. It was a period of strong American investment in the town. The businesses concerned were attracted by Swindon's convenient geographical location and the nearness of Heathrow airport.

Since then the most significant newcomer has been the Japanese car maker Honda, which encased itself comfortably on the South Marston airfield four years ago with enough land to build an integrated car plant

should it wish to do so. The arrival of Honda has triggered tremendous interest among other Japanese companies who are clearly thinking of following one of their national market leaders into the town.

Swindon expects to play host to Japanese motor industry components companies, to Japanese service industry companies, and to Japanese financial services businesses - all as a result of the arrival of Honda.

As in many of the most successful growth points of the south of England, Swindon is suffering from an acute shortage of cheap simple sheds where a new business can get started and spend its first months before taking on more ambitious premises.

The agency is tackling this problem with imagination. An old fire station has been converted into ten starter units for businesses. And recently it has taken a 30,000 square foot office block, which is being let as small office units.

In the coming year the Swindon Development Agency will concentrate much of its resources upon re-training. That, says Mr Hayes, has got to be the name of the game, to match a still sizeable register of some 5,000 unemployed against the skills shortages of so many of the new companies.

Eight of the bigger local employers have formed themselves into a group called the Swindon Partnership, to provide whatever help the local economy might need. It will probably be one of several such voluntary efforts.

Another is the newly-created Thamesdown Motor Industry Forum, which seeks to regionalise Swindon's undoubted promise as a centre for the motor industry. Set up by the initiative of the borough council, this body will probably include Honda, Rover, Volkswagen, and Renault, together with local companies involved in motor components. It is yet another sign of the exciting changes taking place in Swindon since it gave up being a railway town.

Roy Hodson

Profile: W.H. Smith  
Home of a £1bn turnover

W.H. SMITH was one of the first London-based companies to take advantage of Swindon's strategic geographical location. As long ago as 1966 it decided to decentralise part of its activities to the town.

Today the largest retail chain of stationers, newsagents and booksellers in Britain is also Swindon's second largest private employer, providing jobs for more than 2,000 people, if those who work in the Property Division, handling the group's £158m portfolio and Book Club Association, in which the group has a 50 per cent share, are included.

For many years, Swindon was confined largely to the company's backroom and warehouse operations. But then, three years ago, its Swindon presence received, arguably, its most significant boost. It was decided to transfer the headquarters of the retail group from London to the Wiltshire town as well.

Swindon is now the head office for W.H. Smith's main business - its six UK retail chains which include, as well as W.H. Smith Retail, the DIY chain, Do It All, Our Price Music, Paperchase, Sherratt and Hughes, and W.H. Travel.

According to the group's most recently published accounts, these retail businesses were responsible for £1bn of the group's overall turnover of £1.6bn, over 88 per cent of which is earned in the UK. The high street retail earnings totalled £928m, while the DIY turnover amounted to £144m.

Mr Colin Warwick, the retail distribution director, says that

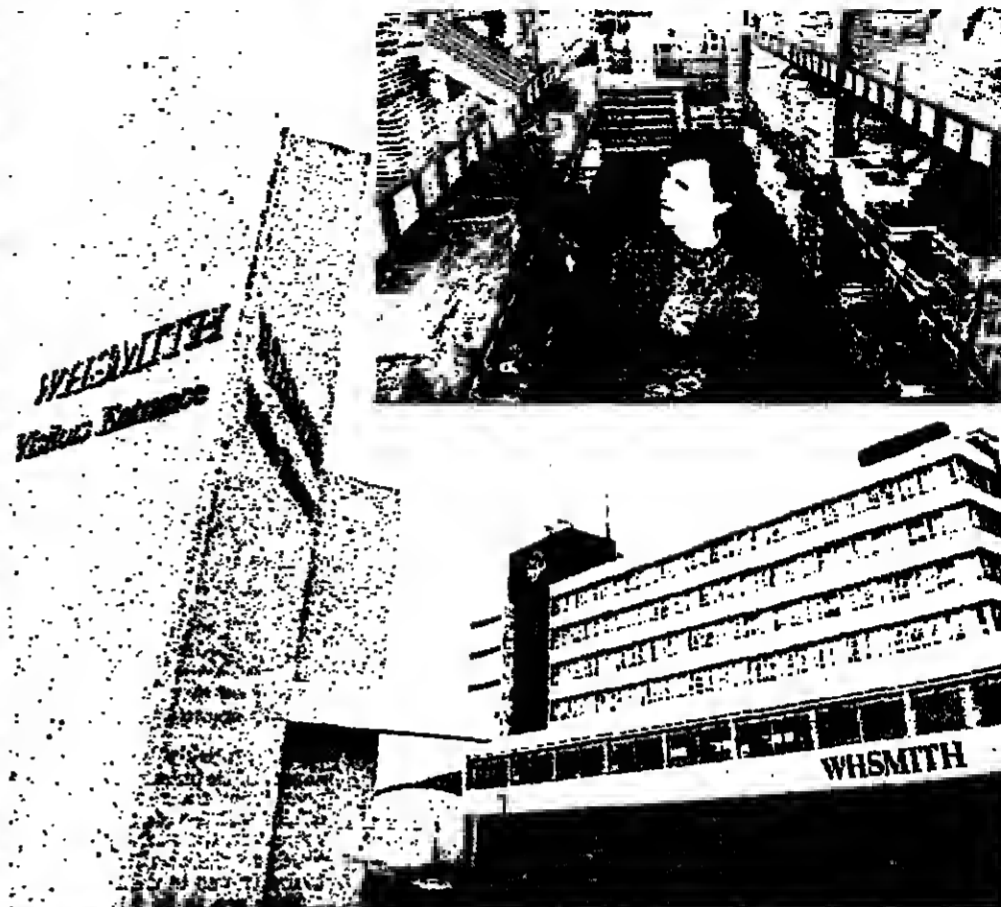
The headquarters move, by bringing everybody together, has welded the retail group into a more effective unit

initially there was some nervousness over the concentration of activities on Swindon. "We wondered if our buyers would be willing to move out of the metropolitan environment, and whether our suppliers and publishers would be happy having to come to Swindon." In practice, he stresses, the headquarters move, by bringing everybody together, has welded the retail group into a more effective unit. "People have discovered the pleasures of [British Rail's] HS 125, the absence of parking problems and the far pleasanter working environment."

Suppliers, too, he says, far from being unhappy about the new location, frequently enquire how pleasant and easy it is to make a sortie to Swindon to do a deal and return the same day.

There have also been big savings in occupation costs. As a result of the move, the company was able to sell its former Fleet Street headquarters as well as achieve significant reductions in rent and rates bills, and in maintenance and service charges.

The group's central retail warehouse at Swindon is responsible for the distribution of some 2m packages a year, worth around £350m, a logistical operation of major proportions. It involves a staff totalling around 1,000, ware-



The retail group has followed the backroom operation to Wiltshire

housing, and picking and dispatching to individual stores around 100,000 items a day.

Yet this "central channel" of distribution accounts for only about half of all the products stocked in W.H. Smith stores. "Time-sensitive" products and items like recorded music, where suppliers carry the risk, are supplied direct. So too are two other categories, "approved" and "local" purchases, designed to cater for local tastes and demands.

A warehousing operation of this scale and sophistication would be difficult without the power of modern-day computer systems. The retail headquarters transfer to Swindon has also been important in paving the way for the introduction of Electronic Point of Sale (Epos) management. Involving a capital outlay of £20m, Epos links each branch computer with the centre and is designed to combine the benefits of both central and local management control.

This link-up is going hand in hand with RUCAPS - a "Really Useful Computer-aided Programme for Stores" - and the gradual introduction of a new high street livery for the W.H. Smith shops.

The computer programme is able to throw out layouts for individual stores, which will optimise the return per square foot, simply by feeding their dimensions into the computer. It has replaced a whole army of professional layout designers.

The new livery was designed by Peter Leonard, and has already been adopted by 45 of W.H. Smith's existing 450 retail outlets. Eventually, the change will lead to the disappearance of the traditional brown, red and orange livery of high street branches in favour of a lighter, cleaner look, designed to show the range of products in

W.H. Smith stores to better advantage.

And there promises to be many more of them. Certainly, the retail group is currently looking for a lot more space in catchment areas with as few as 50,000 people, says Mr Warwick. And the main restraint, he says, is a shortage of sites in the right places.

This goes not just for the traditional high street shops, but also for W.H. Smith Travel, which is set on a rapid expansion path

through both new shop openings and acquisitions. It reckons to be already the fourth largest retail travel operator.

The success of W.H. Smith has come from a business policy of always seeking to be a dominant player in the markets in which it operates. This has long been true of newspaper distribution and stationery. It is now on to achieve the same in travel.

Robin Reeves

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## Employment

## 6 per cent jobless rate likely

THE STATISTICS are impressive. This time last year the number of jobs in the Swindon travel-tourism area stood at 9,323, or 9.3 per cent of the workforce. By March the figure was down to 7,028 (7.3 per cent).

This was achieved at a time when the labour force was increasing through more people moving to the area, and through more women seeking work. It also happened when the area was still getting to grips with problems created by loss of more than 2,000 jobs at British Rail's engineering works.

The signs are that the upbeat trend will continue, with a jobless rate of between 5 per cent and 6 per cent in prospect this year. For Swindon, the challenge is to ensure that companies moving to, and expanding in, the area are provided with the right kind of staff.

Of those unemployed in March, about two thirds were unskilled, according to Swindon Jobcentre. But most of the jobs coming into the area are in fields like computing, office work and construction, which require expertise and training.

Moreover 52 per cent of March's unemployed had been without work for six months or more, and are thus susceptible to the loss of confidence and motivation that goes with long term joblessness.

Officials of Thamesdown Council, the Manpower Services Commission and Swindon Development Agency, the body set up to create jobs for the casualties of

British Rail Engineering Limited, believe the biggest area for future concern in labour skills is in high technology.

"It is a national problem, of course, but because we are a leader in the field we have to be on our guard," says Mr James Robertson, head of the council's economic development unit.

Of those unemployed in March, about two-thirds were unskilled, according to the JobCentre

Potential difficulties will be accentuated with the extraordinary growth ahead for Swindon's new technology sector. British Telecom's decision to set up a regional headquarters there and the arrival of Project Galileo, the new European airline joint booking system, are just two developments that will add to the demand for computer and related skills.

Demand will also be fuelled by the continued expansion of financial services companies, such as Allied Dunbar and Nationwide Anglia, both with increasing needs for high technology.

Swindon is fortunate in that its environmental and communications advantages enable it to recruit relatively easily from outside. Ten years ago Allied Dunbar recruited almost exclusively from the local area, but Mr Sandy Leach, managing director, says more employees are now coming from outside. With the company expanding its 2,100 workforce by

about 10 per cent a year, the trend will continue.

Filling the computer skills gap demands national action, but Thamesdown Borough Council is playing its part by, for example, helping to fund the move of the area's Information Technology Enterprise Centre to larger premises. The council's provision of

grant aid and loan facilities will enable the itec to provide a better quality of service to more people.

More generally, Thamesdown's economic development unit can use its links with local industry to warn the MSC and local educational institutions about likely future skills gaps.

A broad spectrum of high technology skills are taught in a variety of educational institutions. Both Swindon College and Cranfield Institute of Technology's Royal Military College of Science at Shrivenham, six miles from the town centre, provide custom-made courses for local companies and are keen to strengthen their links with industry.

The expansion of Swindon's economy is also beginning to create problems in recruitment of staff with office and administrative skills, including of course those in new technology.

These difficulties will be alleviated by YTS training. The MSC

says that, of the 1,000 or so people on YTS in the area, about a third are involved with clerical skills.

The local authority has responded to the gap in the market by helping to create the Pinehurst Project. Based in a former community centre, the £180,000 project is backed 50 per cent by the EC and 50 per cent by Thamesdown.

With a staff of four, the project aims to be training about 130 people by the end of December, mostly mature women who want to return to work. Each will be provided with a minimum of 200 hours of training in office skills.

Mr Robertson says the economic development unit is also trying to persuade companies to take on more of their own training, in-house. It achieved a notable success recently, when the consortium that plans to build a mini-town consisting of 10,000 homes in the northern sector of the borough agreed to set up a construction training school if the scheme goes ahead.

"The school would train people other than those who were going to be directly employed by the consortium," says Mr Robertson. "It is still at the embryonic stage and we do not know how big it will be. We do, however, have a commitment in principle."

Meanwhile, Gordon Russell, the furniture maker, will show the way later this year when it introduces a three-year apprenticeship scheme.

Michael Smith



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Dick Lovett

## SWINDON 6

Movers and shakers tend to live not in Swindon but in the surrounding villages

## The Wilts cuckoo spreads its wings

AS SWINDON has pursued its pell-mell growth, its custodian, the county of Wiltshire, has looked upon the precocious child at first with amazement, then with resentment, and finally with concern.

Wiltshire has a cuckoo in its nest with the town of Swindon. The balance of power within the county has been up-ended by the upstart growth of this place in the far north-east of the shire which clearly owes more to the new values of the thrusting south-east of England than the more traditional ones of the West Country.

Mr Chris Thorne, the economic development manager of Wiltshire, says that the county expects the whole of north-east Wiltshire to have a population of 268,000 by 1996. That assumes, with all the caution of an experienced county council, that the big Haydon development designed to make virtually a new town out of fields on the north side of Swindon will be fully implemented by that date.

In short, the county is disposed to apply a degree of caution to the heady growth projections of the Swindon planners and developers. While it is usually wise to err on the side of prudence, the county's caution may well prove to be misplaced in this matter. The putative contracts and projections for the growth of Swindon are looking good. The town has developed beyond all expectations in the last 10 years, and there is no reason to suppose that its heady targets will not be reached in the next 10 years.

The national demographic trend is for the number of school-leavers to fall by as much as one-third over the next seven years, forcing employers to rely for expansion upon more mature workers. In turn, that will mean a considerable effort in retraining "mature students". That national picture will not apply in Swindon. So many young families have moved in to take advantage of the buoyant local economy and bring up their children that the town has an abnormally young age structure.

Long after the numbers of school-leavers have begun to fall in most towns and cities, Swindon will be turning out growing numbers of young people into a receptive and well-paying local labour market.

In the fullness of time, as other articles in this survey make clear, Swindon is destined to enjoy a bright and bubbling town centre with a mix of good quality housing and amenities. That is



At Ramsbury, in Wiltshire, a reciprocal land deal, prepared by quantity surveyor Tillyard & Partners, has led to the construction by Beechcroft Developments, for the county council, of a primary school, and a small private sheltered housing development

all some years ahead, however. In the meantime, the general pattern is for the traditional inhabitants of Swindon to live near the centre of the borough, while the new high-tech employees live on the housing estates interlarded with the many business parks in an endless suburbia.

The movers and shakers of the Swindon economy - the manage-

would probably be leading the affairs of Swindon tend to disappear from their campuses and offices each evening to delectable refuges in the north and the Wilts Downs to the south.

They are to be found in such nearby rural retreats as Cricklade, Fairford, Shrivenham, Ramsbury, Wootton Bassett, and

economic development unit within the chief executive's department, charged with helping in the development of an overall prosperous economy in the county, and to help solve the county's residual unemployment problems.

The unit is now involved in a wide range of activities which include business information, trade promotion, export promotion, attracting new businesses, business property, finance, tourism opportunities, employment creation, training, redundancy counselling, European Community grant aid, and rural unemployment.

Across Wiltshire there have been steep falls in unemployment over the last year. The county unemployment figure was 8.5 per cent at the end of 1986 but had dropped to 6.7 per cent by late 1987, and has fallen further since.

Some skills shortages are now becoming apparent across Wiltshire as well as in Swindon and Chippenham, says Mr Thorne, and the demand for development sites and premises throughout the county is increasing rapidly. Much of the interest is, once again, from companies wishing to relocate from London and the south-east region.

Swindon's influence is spreading far outside its boundaries. At Wootton Bassett, a nearby village, a 30-acre site with planning permission for industrial and

commercial development has been purchased by Trafalgar House Business Parks.

The site was originally earmarked for a 400,000 sq ft IBM building, but the group decided to go to Portsmouth instead and the land was sold. This is a prime site on the M4 corridor, and it is to be called "Interface Swindon". It will be just that. It will have the effect of elongating the Swindon conurbation westwards along the M4.

The combination of Swindon's synergy and its natural advantages as a growth point served by rail and road is making local and county plans for careful and controlled growth obsolete almost as the ink dries on them, as Interface Swindon, which is outside official Swindon but well within the town's catchment area, has recently demonstrated.

Wiltshire's prosperity, with people moving into the county to take up readily available, well-paid jobs, must be at the expense of other regions. A west-country housebuilder, WM Designer Homes, has done a survey recently which claims that 62 per cent of purchasers buying the company's properties in Gloucestershire, Wiltshire, and Oxfordshire, have moved from the south-east region.

The message is: "Go west young man".

Roy Hodson

The county has to balance the development of its thriving west Wiltshire towns, all influenced by the M4, against the capital demands posed by the growth of Swindon in the east

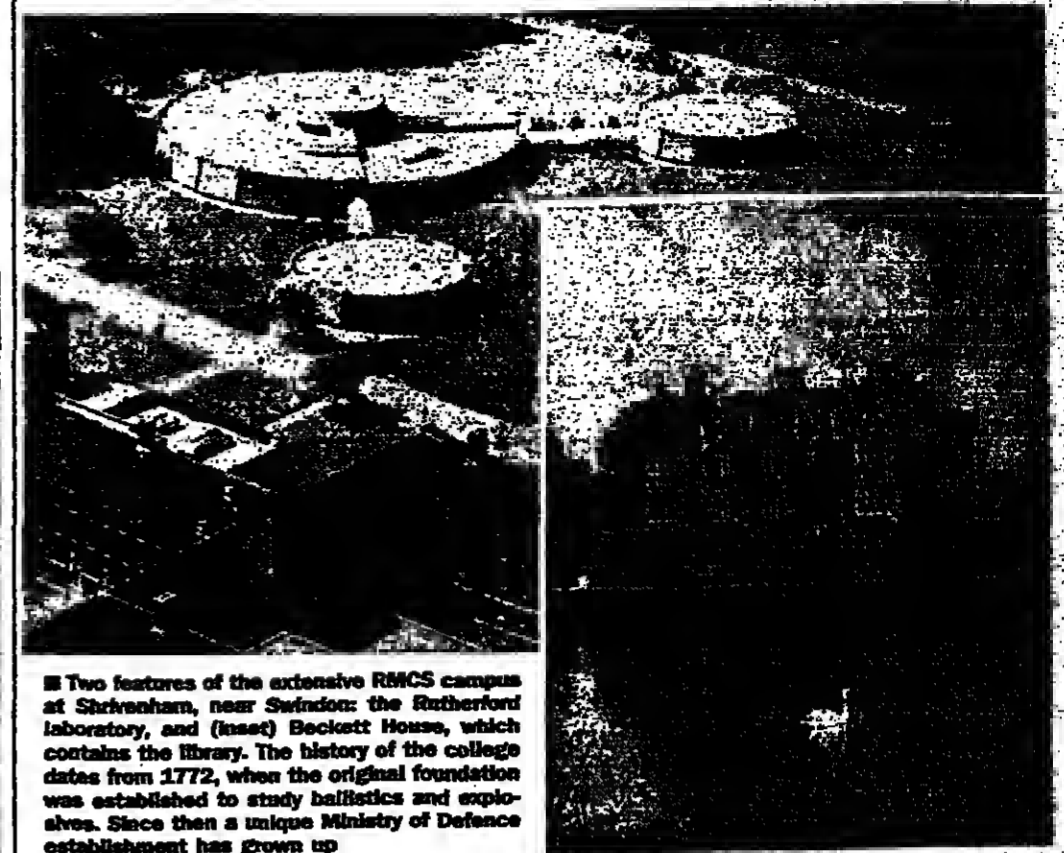
rial classes - tend not to live in Swindon at all, apart from a few who have been lucky enough to secure substantial Victorian residences in Old Town. They opt instead for the country life in villages surrounding Swindon but within easy commuting distance - less than 30 minutes drive by car through the Wiltshire lanes is typical, and Samantha can keep a pony in the paddock.

So Swindon remains for the while basically a working-class society, and it returns a Labour council against all the apparent odds in such a thriving business environment. The people who, in a more balanced society mix,

Wroughton, and as far away as Devizes, Marlborough, Calne, Chippenham, Faringdon, and Malmesbury.

Wiltshire county has to try to balance the development of its group of thriving west Wiltshire towns - all influenced by the M4 - including Chippenham, Melksham, and Trowbridge, against the almost insatiable capital demands posed by the growth of the Swindon complex in the east of the county. The present local government structure was not designed to cope with that sort of problem.

One of the county's responses has been to establish an eco-



Two features of the extensive RMCS campus at Shrivenham, near Swindon: the Rutherford laboratory, and (near) Beckett House, which contains the library. The history of the college dates from 1772, when the original foundation was established to study ballistics and explosives. Since then a unique Ministry of Defence establishment has grown up

Profile: RMCS Shrivenham

## Research facility on the town's doorstep

SWINDON HAS the Ministry of Defence to thank for a golden opportunity to develop a technology-oriented university of its own.

Since 1984 the Royal Military College of Science, a noble collection of buildings set in lovely parkland just outside Swindon, has been a faculty of the Cranfield Institute of Technology. During one of the MoD's periodic drives to get more value for money from the nation's defence budget it sought an outside educational body to run Shrivenham on its behalf. The Cranfield Institute tendered and won a five-year contract.

The arrangement has worked well. Student numbers have trebled in the last four years to some 3,000, and the college's research work has quadrupled. The general expectation on the campus is that Cranfield's contract will be renewed next year, and that what started as an experiment, which might easily have foundered on either academic or military obstacles, will become a permanent feature of the higher education scene.

Mr Rama Nand-Lal, the head of administration for the Cranfield Institute at Shrivenham, speaks with enthusiasm as he sketches out a possible future for the college linked to Swindon's high technology industries. He is close to the subject, as he is also chairman of the Swindon Development Agency which is in the forefront of the town's economic development.

The Cranfield Institute, which specialises in advanced teaching and applied research in engineer-

ing, technology, and management, sees that Shrivenham could be developed in harness with the new Swindon industries. There are links already. Honda, which has based its British activities at Swindon and may expand substantially there on a site near the college, has endowed a film eco-technology centre at the main Cranfield campus in Bedfordshire.

Shrivenham's role for the Ministry of Defence is to cater for a mixture of Royal Air Force, Army, Civil Service and nominated civilian students at undergraduate and postgraduate levels, and with many short courses. The college offers degree courses in civil and mechanical engineering, applied science, electronic systems engineering, communications systems, and information technology.

At postgraduate level it offers academic courses in guided weapons systems, military vehicle technology, design of information systems, gun systems, explosive ordnance, ballistics, military electronics systems, and a Master in defence administration.

In recent years the college has also been encouraged to take on private venture activities to make full use of the facilities. That policy has been so successful that, as Mr Nand-Lal puts it, "Now we are bursting at the seams".

One bold way forward would be to establish a science/research park in Swindon. Cranfield's contract research is already the largest of any British university or higher education establishment. Such a development would fit in well with its expansion plans. It is already developing a similar park at Milton Keynes - another British town which vies with Swindon as a high-tech centre.

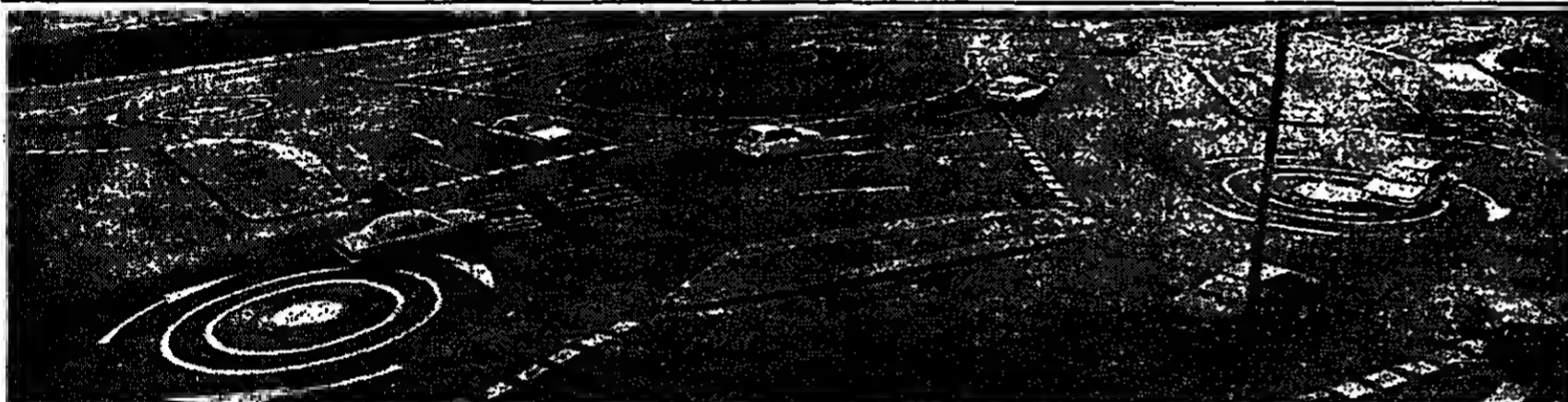
Mr James Robertson, the director of economic and social development for Thamesdown borough, says the council for its part, is very keen to promote a greater awareness among Swindon business of the Shrivenham and Cranfield research facilities. Swindon, he says, has a purpose-built university on its doorstep.

If the idea of a science/research park is pursued, it could provide a technological heart for Swindon with conference facilities and perhaps its own hotel.

Meanwhile, the college already has a number of agreements on research and development with local companies and is doing a growing amount of consultancy work for them.

Although the way ahead is not yet clear, it is certain that the Cranfield Institute, through its presence at Shrivenham, will be an important factor in Swindon's development. "We are an entrepreneurial university and we are here at the right place at the right moment in time," says Mr Nand-Lal.

Roy Hodson



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Time for a flyover, said Zebedee

LOCALS SAY with a grin that nervous women drivers have been reduced to tears by it. I can vouch that the first-time male visitor to Swindon can be baffled by it. Yet the object of all this concern, Swindon's Magic Roundabout, has been an unqualified success in traffic management and road safety terms.

Where five roads meet on an approach to the town centre from the M4 motorway, a central roundabout is surrounded by five satellite roundabouts. The role for survival in the resulting traffic ballet

is - "Give way to the right". Mr Brian Daniels, of Thamesdown Borough Council, the local authority, says: "It has been a great success. We can get one-third more traffic through this system at peak hours than would be possible with a conventional roundabout."

The roundabout claims its share of minor shunts and bumps, but Mr Daniels believes they largely result from strangers unfamiliar with the system. "The locals buzz through like bees".

The roundabout was the joint creation of the borough and the Road Research Laboratory at Crowthorne. Sadly it may shortly become a victim of its own success. Traffic is increasing so rapidly throughout Swindon that a flyover may be needed above the Magic Roundabout. Rtt

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